

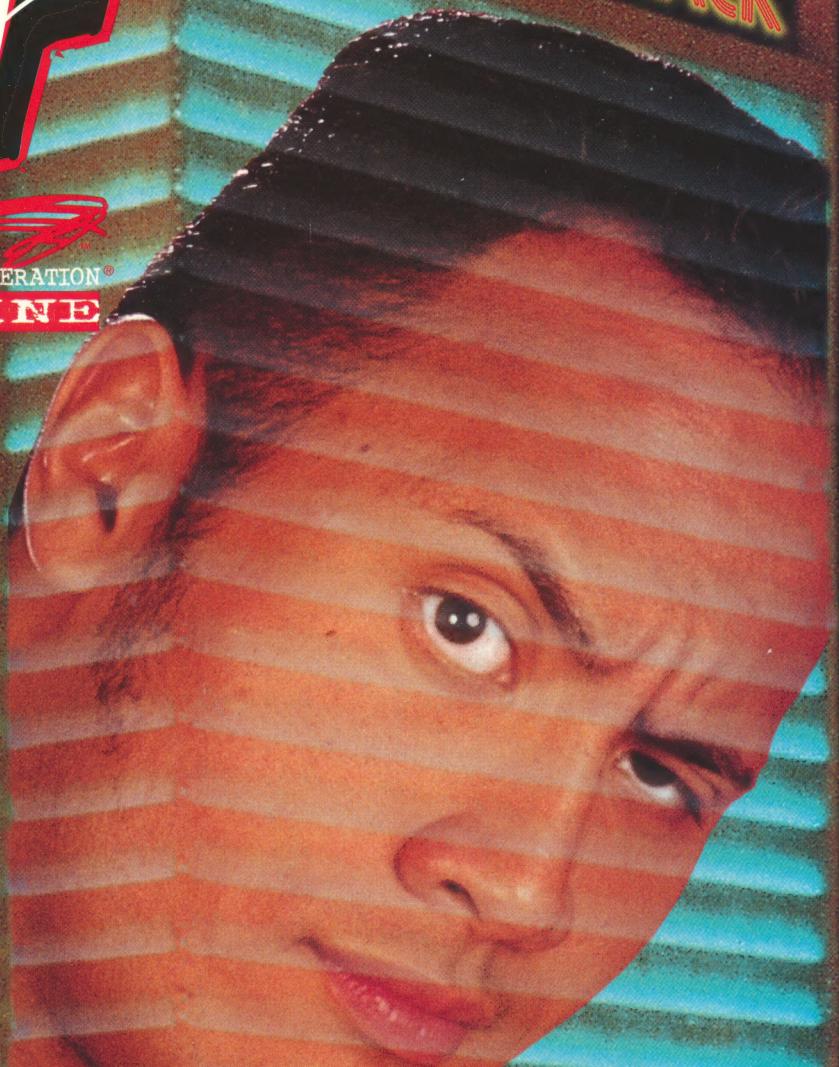


WORLD WRESTLING FEDERATION®  
MAGAZINE

SMACK

HOTEL

DOV



KNOW YOUR ROLE BLVD

JABRONI DR

All New  
**SHOP ZONE**  
Inside

JULY 1999

\$3.99 U.S. \$4.99 CANADA  
© 1999 WWF IN U.S.A.

07 >



# TIME TREMORS

THE CONTINUUM PROJECT

If you haven't  
started yet

You're  
already.  
80million  
years behind

Create your character from billions  
of combinations ♪ Warp over 80  
million years ♪ Fix history and  
become a national hero...

All before dinner.

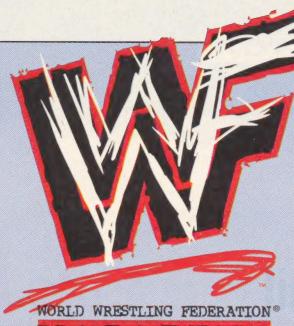
Download it now **for free** and start your adventure

[www.cherrycoke.com](http://www.cherrycoke.com)

[www.tremors.mtv.com](http://www.tremors.mtv.com)



©1999 The Coca-Cola Company. "Cherry Coke" and "Time Tremors" are trademarks of The Coca-Cola Company.  
©1999 MTV Networks. All Rights Reserved. MTV Music Television is a trademark of MTV Networks.



WORLD WRESTLING FEDERATION®  
MAGAZINE

Volume 18 No. 7

**Editor-in-Chief**

Vince Russo

**Editorial**

Managing Editor: Kevin Kelly

Field Editor: Keith Elliot Greenberg

Copy Editor: Janet Simms

Staff Writers: Bill Banks, Laura Bryson

**Technical Advisor**

Howard Finkel

**Design**

Art Director: Tracey Thomas

Assistant Art Director: Deborah Kluczinsky

**Photography**

Senior Photography Editor: Noah Wilker

Assistant Photography Editor: Noelle Soper

Senior Staff Photographer: Tom Buchanan

Contributing Photographer: Rich Freeda

**Operations**

Business Manager: Dennis A. Brent

Production Director: Brad Sagendorf

Production Assistant: Sue Giovacchino

**Advertising/Sales**

Senior VP North American Sales:

James A. Rothschild

National Sales Director: Craig Cassanelli

Advertising Sales: Steve Namm

e-mail: steve.namm@titansports.com

**Circulation/Subscription**

Customer Service: (740) 375-2321

World Wrestling Federation Magazine, The Official Publication of the World Wrestling Federation (ISSN 8756-7792, USPS 720-450) is published monthly by Titan Sports, Inc., 1241 East Main Street, Stamford, CT 06902, and published in Canada by Titan Promotions Inc. (GST No. R121896385), 2 Lansing Square, Suite 1003, Willowdale, Ontario, Canada M2L 4P8. Basic subscription rates are \$24 for 12 issues and \$35 for 24 issues for U.S. and U.S. possessions. Canadian rates are \$43 for 12 issues and \$68 for 24 issues including 7% GST. Foreign rates are \$38.40 for 12 issues and \$70.80 for 24 issues. ALL ORDERS ARE PAYABLE IN U.S. FUNDS ONLY. NO FOREIGN CREDIT ORDERS WILL BE ACCEPTED. Periodical Postage paid at Stamford, CT, and other additional mailing offices. POSTMASTER: Send address changes to WORLD WRESTLING FEDERATION MAGAZINE, Post Office Box 485, Mount Morris, IL 61054-8393. Printed by R.R. Donnelley & Sons, Matteson, Illinois, Manufacturing Division. Distributed by Kable Distribution Services, 641 Lexington Ave., New York, NY 10022. © World Wrestling Federation, its logo, WrestleMania and all other distinctive titles and names used herein are trademarks of Titan Sports, Inc. The Ultimate Warrior is the trademark of Ultimate Creations, Inc., licensed to Titan Sports, Inc. Gangrel created by White Wolf, Inc. Gangrel is a trademark of White Wolf, Inc. All rights reserved. The entire contents of this publication are copyright 1999 by Titan Sports, Inc. All Rights Reserved. Nothing in this issue may be reproduced in any manner without the express written consent of Titan Sports, Inc. Titan Sports, Inc., is not responsible for unsolicited material sent to us.

PRINTED IN U.S.A.

BPA International Consumer Magazine  
Membership



Find us online:

www.wwf.com AOL keyword: wwf

# CONTENTS

## FEATURES

### 16 THE PEOPLE'S CHAMP!

How The Masses Made The Rock

### 24 FUTURE CONSIDERATIONS

Is Ken Shamrock a Hero or an Opportunist?

### 28 HEADED FOR DESTRUCTION!

Can Hardcore Holly Survive At This Pace?

### 38 SOMEONE TO BELIEVE IN?

Can Kane Trust DX?

### 46 FEEL THE BACKLASH™!

Exclusive Results!

**2 LETTERS TO THE EDITOR**

**6 TALES FROM THE TURNBUCKLE**

**10 ROOKIES TO LEGENDS**

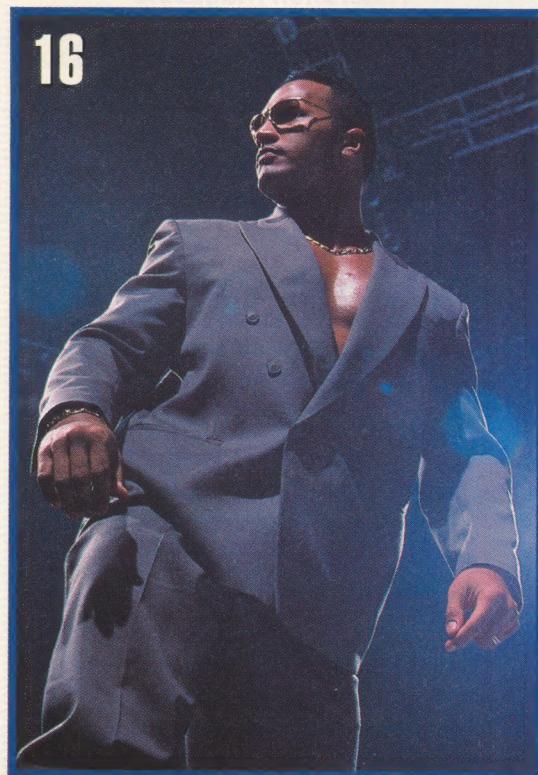
**12 THE BITE**

**56 BARRED FROM THE BACK**

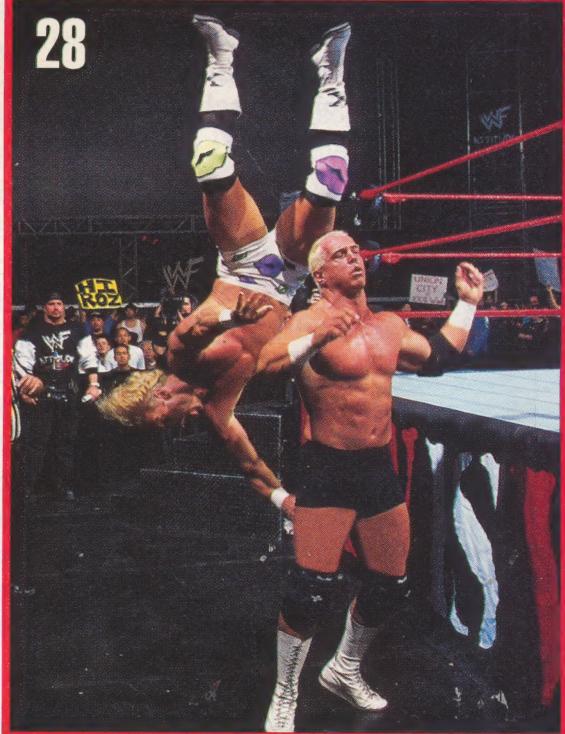
**58 PRIVATE EYE**

**62 PIN 'EM DOWN**

16



28





# TALKIN' THE TALK

**There is no time limit!!**

**World Wrestling Federation Magazine Interactive** is a no-time-limit, no-holds-barred, communicative channel where you can connect with the Federation any day or night in order to bodyslam us with your opinions and views! We've opened up the ring ropes to offer you many lines of communication. Whether it be by fax, phone, e-mail or post office, our cauliflower ears are open to you 24 hours a day, 7 days a week! So, don't be a ham-n-egger!!! Spill your ideas and voice your opinions—WE WANT TO HEAR 'EM!

## How to reach us..

For subscription questions, orders, renewals and change-of-address requests, call 740-375-2321.

To reach the editor, use any of the methods listed below:

FAX your comments or questions along with your name, address and date of birth to: 203-359-5109

E-MAIL us at the following Internet address: [wwfeditor@wwf.com](mailto:wwfeditor@wwf.com)

WRITE us at:  
**World Wrestling Federation Magazine**  
c/o Vince Russo, Editor  
P.O. Box 3859  
Stamford, CT 06905

(Kevin Kelly hosts this Q & A!)

## Letter

Dear Editor,

I just finished reading the "America's Most Wannabe" article in the May issue of World Wrestling Federation Magazine, and I have a question. Do you think it was right for Shane to take control of Team Corporate from his father? It seems to me that's an awful lot for a young prodigy to hold up these days. Are we finally beginning to see the transformation of Shane into his father from the 80s? If so, will Vince just give in and admit Shane's time is now?

Brian Fredlund

Los Angeles, California

Dear Brian,

From pubescent gymnasts winning gold medals to champion tennis players barely old enough to drive a car, youth is definitely served in today's society. For his entire life, Shane has been programmed by his father to one day take over the company and Vince may have created the demigod mentality that is consuming his only son. One thing is certain, we haven't heard the last from Vince McMahon. The federal government and Time-Warner can both tell you about Mr. McMahon's resiliency.

## E-mail

Dear Editor,

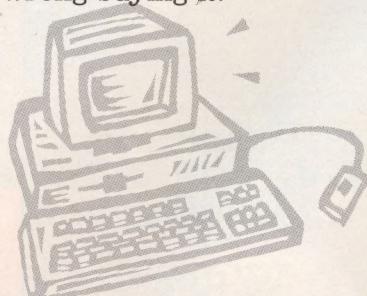
I recently read "The Bite" in the May issue of the World Wrestling Federation Magazine, and I have to agree with a lot of what Vince Russo said about "Playing The Market" in the Federation. However, he stated in the article that "The Rock may be the biggest superstar this business has ever seen," and labeled him a Blue Chipper. I mean, The Rock isn't the only Blue Chipper out there! What about Paul Wight or Ken Shamrock?

"Ashley"

[ashley.rock@sympatic.ca](mailto:ashley.rock@sympatic.ca)

Dear "Ashley,"

The Editor-in-Chief is entitled to his opinion. Every stock has a downside. Market volatility can't usually be predicted and the term "blue chipper," in my opinion, is thrown around much too loosely these days. I think we can all agree that all these men are special and valuable in their own way. The Rock is like IBM in that you just can't go wrong buying it!



## Letter

Dear Editor,

I just finished reading the "Corporate Loyalty... Or Nightmare?" article in the May World Wrestling Federation Magazine, and I agree with every word Bill Banks wrote. Even so, a question he posed keeps bothering me. If Austin says he doesn't trust anybody and he knows Paul Wight won't stop at second best, then do you think Austin will continue to use his help? Or will Stone Cold be smart enough to know not to even get near him?

Brittany Truman  
Cape Coral, Florida

**Dear Brittany,**

The Big Show doesn't need Austin, and vice versa. One thing both share is respect for each other. That respect may not necessarily mean friendship or a partnership, but it does signify a relationship. How long before The Big Show wants the Federation Championship? Respect can fly out the window faster than a television set during a domestic dispute when that title is at stake. It makes men do things you would never expect and relationships end because of it faster than an appearance on Jerry Springer. The Big Show and Stone Cold can rule the planet or destroy it if they go to war.

## E-mail

Dear Editor,

I just finished reading the "Ultimate Degenerates" story on Val Venis and Billy Gunn in the May issue of the World Wrestling Federation Magazine and I must say it was a great article! In fact, you guys made it sound like Val is a perfect choice to be the next member of DX. Could that ever happen? Would X-Pac and the Outlaws choose the Big Valbowski as the next DX addition? He seems the perfect guy to fill Hunter's shoes.

Mia Yannotti  
WWFlover316@yahoo.com

**Dear Mia,**

I think we know now that the DX we once knew will never be the same. That group needed to evolve and it has. If you stop and think for a second, most of the roster has DX qualities. That demonstrates its influence on the entire industry and will forever establish DX as one of the most influential groups in history. Can that be bottled and sold to the newest inductees? Considering their impact, how flattering would it be just to be considered for membership in DX?

## E-mail

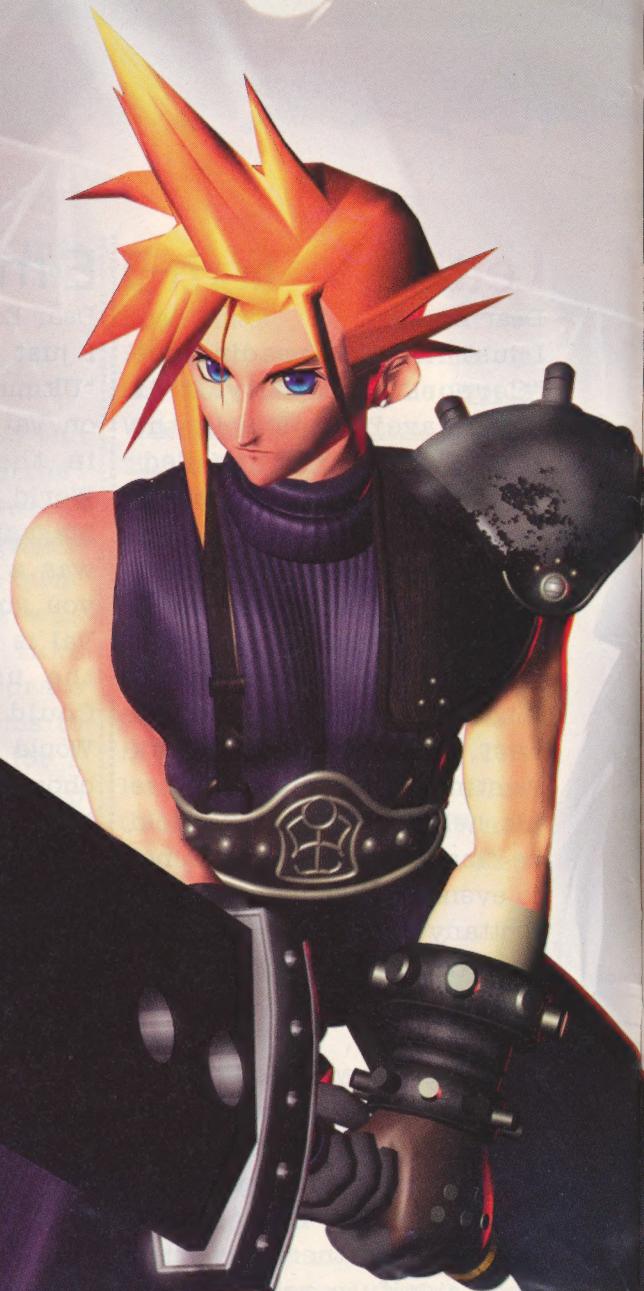
Dear Editor,

I just read the article about Midian in the May issue of World Wrestling Federation Magazine, and it stated that he is the eyes of the Ministry. Obviously, this must mean he is well respected by the Undertaker. However, it seems to me that Midian is always the one taking the punishment from the Ministry's enemies! Why is it that Midian seems to be in such a position when he is so important to the Undertaker? In my opinion, the Undertaker should value Midian and not put him in so much danger.

"Cassie"  
Dxsgirl2@aol.com

**Dear "Cassie,"**

It's called "blind obligation." While Midian may be known as the "Eye of the Ministry," the Undertaker's control of the group has rendered Midian's sight useless. He is so focused on the Lord of Darkness' message that clarity is impossible. On the other hand, if you ask anyone who lived in Waco with David Koresh, they would probably tell you that eyes are not necessary—all you have to do is follow "the word" and you will be safe. The fiery self-destruction of the Branch Davidian compound should serve as a vivid reminder of what can result from "blind obligation."



**HE'S BACK AND  
HE'S NOT ALONE...**

3D FIGHTING ACTION WITH FAVORITE CHARACTERS FROM FINAL FANTASY® VII





**GOD BLESS THE RING**

**EHRGEIZ™**

TEST YOUR SKILL IN FOUR DIFFERENT,  
CHALLENGING MINI-GAMES



INCLUDES A FULL RPG ADVENTURE WITH  
RANDOMLY GENERATED DUNGEONS



**SQUARESOFT®**

[www.squaresoft.com](http://www.squaresoft.com)

Published by Square Electronic Arts L.L.C.



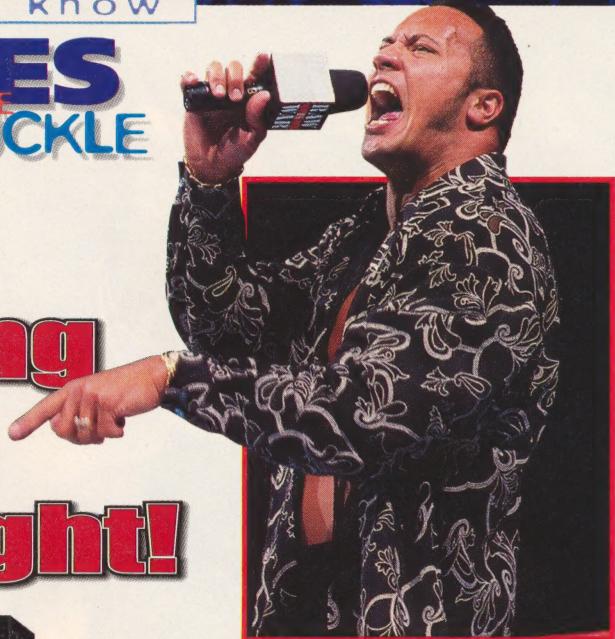
© 1997, 1998, 1999 Square Co., Ltd./DreamFactory Co., Ltd. All rights reserved.  
PlayStation and the PlayStation logo are registered trademarks of Sony Computer Entertainment Inc. Square Soft and Final Fantasy are registered trademarks of Square Co., Ltd. EHRGEIZ is a trademark of Square Co., Ltd. The ratings icon is a trademark of the Interactive Digital Software Association.

all you need to know



## TALES FROM THE TURNBUCKLE

# Make It A World Wrestling Federation Home Video Night!

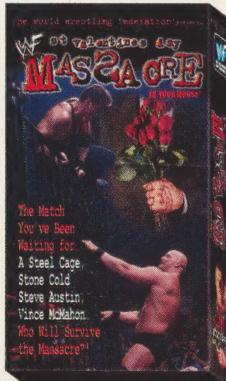


**H**ow many times has this happened to you? It's Friday night, you're bored to tears and there's nothing to do. You get to your local video hut to rent a movie and find that all the good ones are already gone! So, you're stuck renting some low-budget "B" piece of steaming monkey crap movie that you already know will be a bomb!

This vicious cycle doesn't have to continue—you have a choice! Think *The Water Boy* and *Something About Mary* are hot videos right now? Four words: Flash in the pan! Neither of them can touch the success the Federation Championships have achieved in the Billboard "Recreational Sports" category in recent months. In the last year alone, titles such as 'Cause Stone Cold Said So and the Three Faces of Foley, among others, have commanded the top 10 spot in sales. For example, as of April 27 the Federation controlled eight of the top 10 spots in the Billboard category! And the Federation owns 17 of the top 20 slots!

In recent months, new releases such as February's St. Valentine's Day Massacre and WrestleMania XV have continued the Federation's foothold as

the premier sports video producer. Couple that with the recent WrestleMania Box Set series (featuring WrestleManias I through XIV in their entirety), and there's plenty of non-stop sports-entertainment action to take home every night of the week!



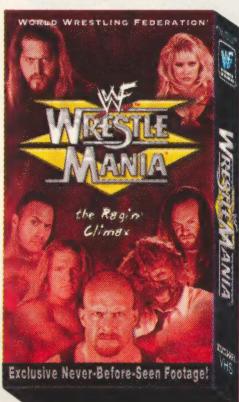
Robert Mayo, Director of World Wrestling Federation Home Video, was surprised at just how dominant the Federation has been. According to Mayo, the popularity of the releases is due to the ever-increasing success of sports-entertainment and retailers' realization of their marketability.

"As far as the hottest videos, Stone Cold Steve Austin's releases are still number one, there's no doubt about that," Mayo said. "In addition, the Undertaker and Mick Foley videos have been selling very well. It seems that these Personality Tapes, as we like to call them, do somewhat better than the compilation tapes. In addition,

some of the older WrestleManias from the box set have done surprisingly great. As far as consistency goes, it's Austin's videos—which are still hot even eight months after we've released them."

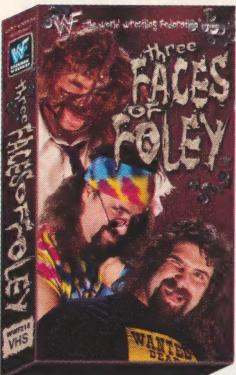
In recent months, major video and music chains such as Musicland, Sun Coast and Sam Goody have been some of the top promotional partners with the Federation.

As you might recall, these outlets joined with the Federation for the successful WrestleMania Rage Pager promotion. Along with Transworld Entertainment—who run the Coconuts



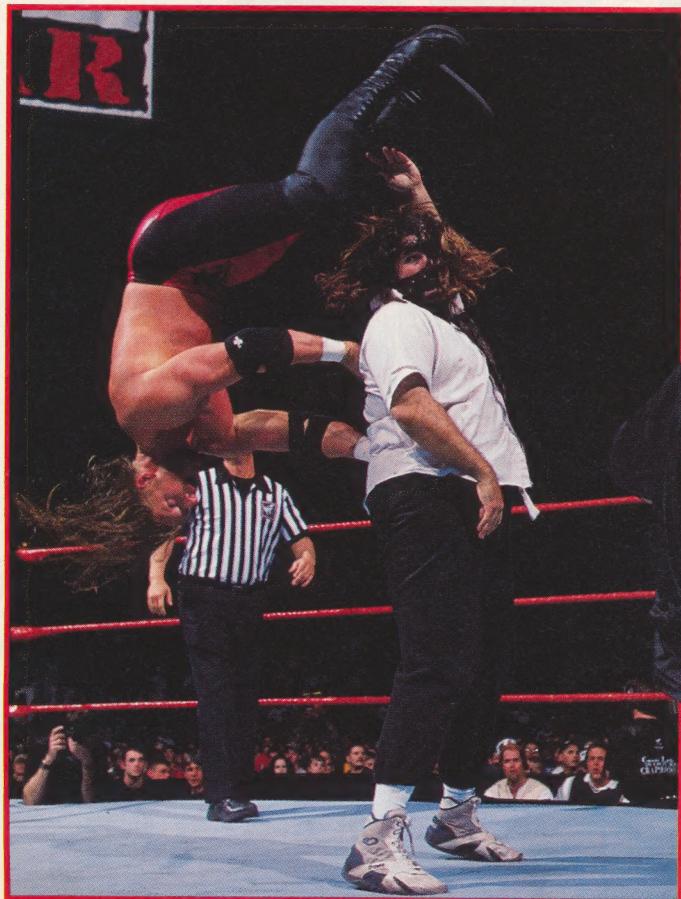
and Record Town chains—these outlets provide the Federation with ideal placement in their stores. Rather than shelving them alongside the "rasslin'" videos of other promotions, Federation home videos are front and center, often as a part of special kiosks offering a variety of Federation merchandise.

In coming weeks, the Federation plans to release several more videos—many of which will already be on shelves by the time this magazine hits newsstands in June. Soon, another Austin release, a Rock video entitled



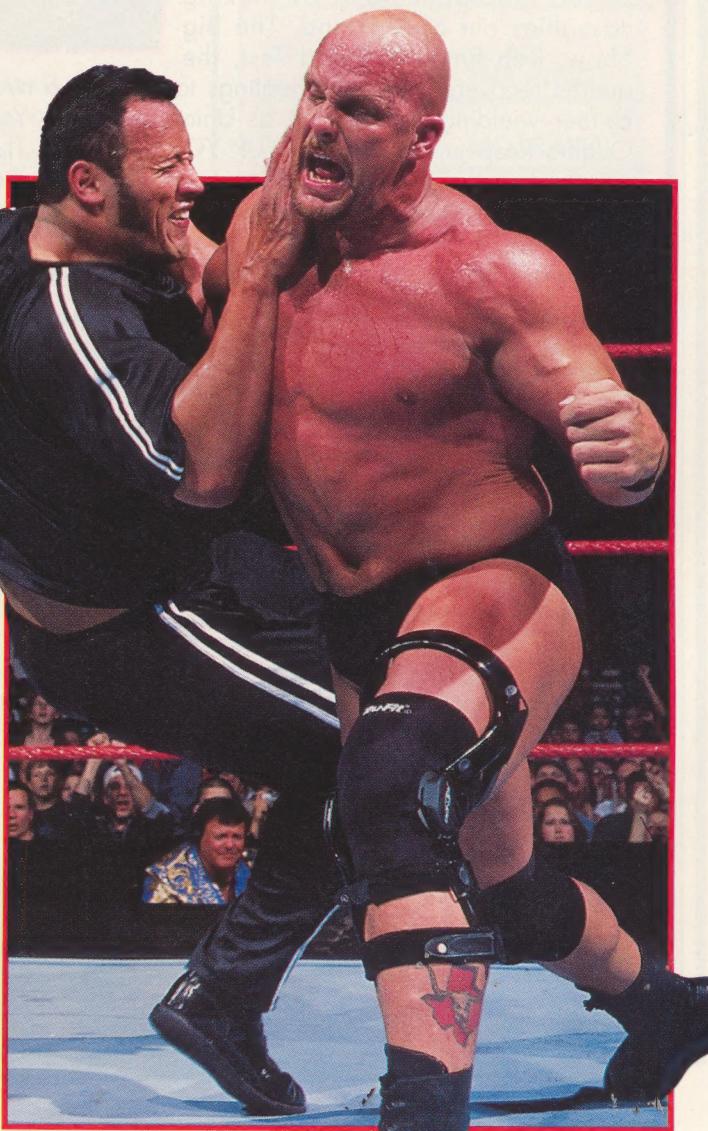
lives of Chyna, Jacqueline, Tori and Ivory and will feature never-before-seen interviews with each!

The Rock's latest video will feature footage of the "Great One" in his hometown of Miami, Florida. At press time, Producer of World Wrestling Federation Home Video Steve Cooney was on location in the "People's Sunshine State" filming for the project! Not only do cameras catch the People's Champ on the set of his Chef Boyardee commercial, but The Rock offers up his own narration over his career highlights! The Best of RAW video will focus on the new Federation "Attitude" of Monday nights and will include some of the most memorable moments of recent years, while the upcoming Austin compilation will pick up where *Austin 3:16: Uncensored* left off!



*Know Your Role*, a compilation devoted to the female superstars as well as a *Best of RAW* title will be in stores.

Associate Producer of Home Video Terri Filippetti offered a sneak preview of what each will contain. According to Ms. Filippetti, *The Women of the World Wrestling Federation* video will feature Sable, PMS, Chyna, Debra, Tori and Ivory at various locations. For example, cameras accompany Terri Runnels on a wine tasting tour, while fans will hear exclusive comments from Debra as the sexy superstar relaxes in a steamy hot tub! The video will also take a look inside the private





## Summertime

## Civil War?

**S**ides have apparently been chosen and the warring parties have fired the first salvos. Neither side appears ready to sound a retreat and we have to wonder who, if anybody, will survive! When Shane McMahon announced the formation of the Corporate Ministry on the two-hour UPN special, *SmackDown!*, little did he know that less than one week later his own father would seemingly lend support to the opposition.

Although the Corporate Ministry seized the upper hand by making casualties out of Mankind, The Big Show, Ken Shamrock and Test, the quartet recovered from the beatings to become a two-by-four-wielding mob known as Union of People You Oughta Respect, Shane... or "UP YORS, Shanel!" The ensuing brawl signaled the beginning of all-out war. Retaining the upper hand, Shane used his power to make life miserable for the Corporate Ministry's adversaries and redid the entire night of Raw to emphasize his



the anti-Shane "Union" celebrated with the elder statesman.

One by one, Mankind, The Big Show, Shamrock and Test were all brutalized once again, but the newly formed "Union" wasn't finished yet! Full-scale war broke out with Vince leading the troops during a Shane McMahon-ordered Stone Cold Steve Austin vs. The

Rock match with the Corporate Ministry acting as lumberjacks. The ultimate defiance against the Corporate Ministry saw Vince clearing the locker room and mobilizing a larger, perhaps more devastating, force than the Shane-led dark entity.

It's clear that the rift between father and son won't be healing anytime soon. With both McMahons in control of their own armies, will it be survival of the fittest or simply a war of attrition? This summer the landscape of the World Wrestling Federation could change dramatically with each general's maneuver... if indeed they decide to slug it out!

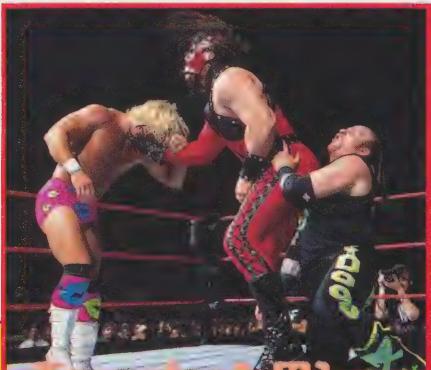
### THE TOP FIVE REASONS WHY THE MEAN STREET POSSE ARE SO MEAN:

1. Instead of stealing other kids' lunch money at Greenwich High School, Pete Gas and Rodney shook down classmates for their parents' Visa Platinum cards.
2. Pete and Rodney were the only guys man enough to kick that band of outlaw contractors out of town!
3. You'd be upset too if you had to get your hair cut like that!
4. Whenever the punk at Starbucks put too much cream in Pete and Rodney's morning latte, they'd call in Willie Green to sick the dogs on him.
5. They're still bitter after all these years about being tricked into joining the high school marching band.

### “Quote of the month”

**"Stone Cold needs Vince McMahon... to kiss his @#\$!"**

**—Stone Cold to Vince McMahon on RAW the night after WWF Backlash**



## Lavin' The Smack Down!

For the first time since the final Saturday Night's Main Event in 1992, the World Wrestling Federation returned to network television this past April with the two-hour *SmackDown!* special on UPN.

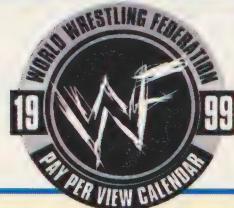
Producers from both UPN and the Federation are optimistic that *SmackDown!* will become a regular sports-entertainment program on the network beginning this fall! Based on the universal popularity of the World Wrestling Federation and its superstars, UPN realized what a valuable asset *SmackDown!* could be in garnering new viewers to the network and its many shows. The ratings success of the special may help.

This past April 29, the program made its network broadcast debut, from New Haven, Connecticut, with several blockbuster happenings taking place on the premiere show! Not only did Shane reveal an allegiance to the Undertaker, but DX was pushed even further to the breaking point as X-Pac and Kane defended against the Outlaws, the Blue Blazer returned and Dok Hendrix was grounded by a Brood blood bath!

*SmackDown!* was a ratings success as well. The show was the highest rated UPN telecast in the history of the network, as it scored a 5.3 weighted average in overnight metered markets.

## You Don't Say

What do Mick Foley and the Dukes of Hazzard have in common? Just a bunch of good ol' boys never meanin' no harm? NOT! Like Bo and Luke, the Boiler Room Dweller is a huge fan of country singer Waylon Jennings!



July 25—**WF Fully Loaded** (Buffalo, NY)

August 22—**SummerSlam** (Minneapolis, MN)

Sept. 25—**WF Pay-Per-View** (Charlotte, NC)

### HOW TO ORDER PAY-PER-VIEW

Call your local cable company. Your cable operator will have specific information on how to order and the cost of each event. You can also check your last month's cable bill for a special ordering phone number for your system's pay-per-view events.

Call your satellite provider:

**Prime Time 24—1-800-989-7526**

For direct satellite reception via the smaller

DSS dishes, call:

**Direct TV—1-800-347-3288**

**DISH ON DEMAND—1-800-333-DISH**

- 1) All events are on Sundays at 8pm ET.
- 2) Replays for all events at 11pm ET.
- 3) Encores for all events are the Tuesday following the event. Encores are 8pm and 11pm ET.

## MORE FREEBIES

Order **WF King of The Ring** and get a free **WF CD Travel Case**. Simply send a copy of your cable or satellite bill indicating proof of purchase of **WF King of The Ring** to:

**WF King of The Ring Offer**  
P.O. Box 5488  
Rockville Centre, NY  
11571-5488

Requests must be received by August 31, 1999. One request per household while supplies last. Allow 6-8 weeks for delivery.

TOUR GUIDE	
<b>June</b>	
<b>18—Dallas, TX</b>	
<b>19—Houston, TX (2 p.m.)</b>	
<b>20—Nashville, TN (HEAT)</b>	
<b>21—Memphis, TN (RAW)</b>	
<b>26—MSG, NYC</b>	
<b>27—Greensboro, NC (KING OF THE RING)</b>	
<b>28—Charlotte, NC (RAW)</b>	
<b>29—Fayetteville, NC (RAW)</b>	
<b>30—Florence, SC</b>	
<b>July</b>	
<b>1—Columbia, SC</b>	
<b>2—North Charleston, SC</b>	
<b>9—Philadelphia, PA</b>	
<b>10—Evansville, IN</b>	
<b>11—Indianapolis, IN (HEAT)</b>	
<b>12—Louisville, KY (RAW)</b>	
<b>13—Lexington, KY (RAW)</b>	
<b>14—Dayton, OH</b>	
<b>15—Fresno, CA</b>	

# Nicole Bass

Among the accomplishments Nicole Bass lists at her official web site, the brawny woman claims to be able to lift small cars and crush apples with her bare hands. These qualifications may not exactly exude femininity, but for one as imposing as Nicole... whatever she says pretty much goes.

A native of Morristown, New Jersey, Bass had a very rough time growing up. The athlete recounted in a recent phone interview going through 17 different schools before finally obtaining a high school diploma. It wasn't because of an attitude problem or that Nicole was a troublemaker. Inevitably, because of her size and strength, trouble always found Bass.

The superstar told *World Wrestling Federation Magazine* that she began lifting weights at age 15 when enrolled at what Bass referred to as "fat camp."

"I hated every minute of it," Bass recalled. "I s\*cked at doing aerobics, so I had to find something else to do. Luckily, I found the weight room and channeled all my energy into doing that. I never expected to become a bodybuilder, but I just fell in love with it."

After high school, Nicole went into the travel industry and worked on a cruise line in Florida. By this time, bodybuilding had become an avocation, and by the age of 19 she was in training year-round for competitions.

At that time, unfortunately, many of Nicole's fellow competitors in the bodybuilding field didn't feel that women belonged in the weight room. This ostracism persisted until one day Nicole, who had always simply ignored their criticism, finally stood up against the men.

"I vividly remember what gave me the determination to make it in bodybuilding," Bass revealed.

"I'm very quiet in a sense, but I could only take so much of the guys pushing me out of the way. On that particular day, I turned around and told them all 'I'm going to be a famous athlete one day.' They all laughed at me... but that only fueled my fire."

In the succeeding years, Bass went on to claim several bodybuilding championships in the eastern United States. Her greatest dream came true in 1997 when the athlete was a contender in the "Ms. Olympia Competition," and also captured first place in the Nationals—the largest show in North America! With the win, Nicole cemented her legendary status as the largest woman bodybuilder to ever compete in the sport. It was that same year that by chance an employee of the Philadelphia-based ECW promotion approached Bass in a New York City gym and suggested that she consider a future in the sport of wrestling.

"I had the personality, so I tried it and it ended up being one of the coolest things I ever did," Bass said. "It's exciting for me because there are always new things to learn."

Following a stint in ECW, the athlete signed a deal with the Federation and began training at the Funkin' Dojo facility in Stamford, Connecticut. Nicole truly made her mark on the Federation at WrestleMania XV during the Women's Championship match when she jumped in the ring and Gorilla-pressed Tori high over her head and dropped the challenger to the mat—enabling Sable to retain the gold.

As of this writing, the connection between Sable and Nicole Bass is unclear. Could there be some sort of animosity or past history between Tori and Nicole? Chances are that whoever is on Bass' hit list may feel like an apple in her hand when push comes to shove! 



NINTENDO<sup>64</sup>



Only for  
N64

All the muscle you don't have yet.

"The Gran Turismo of the N-64."

-IGN64.com

# WORLD DRIVER championship

Your Passport to Racing



**MIDWAY**

ONLINE  
STORE



**BOSS**  
game

[www.midway.com](http://www.midway.com)

World Driver: Championship™ & © 1999 Boss Game Studios. MIDWAY and the M in a Circle Design are trademarks of Midway Games Inc. Distributed under license by Midway Home Entertainment Inc. Nintendo, Nintendo 64 and the 3-D "N" logo are trademarks of Nintendo of America Inc. ©1999 Nintendo of America Inc. Licensed by Nintendo.



# Let There Be

**W**hen I think about how far our society has come since my years as a punk kid from Long Island—it bakes my brainz! If only things that are acceptable now were acceptable then—man, would I have been living large.

Let's face it, "in my day" it was flat lame. The extent of acceptable obscenities in my home was... well... obscene!!! If I said anything to my older sister beyond the borderline—"YOU ROT," I was getting my mouth scrubbed with Irish Spring. Today—anything goes. The rulz are simply—**THERE ARE NONE!!!** Everything seems to be socially acceptable, with the exception of one word—ASS.

Kidz, I simply don't get this. Now, I'm not George Carlin, but can somebody explain to me what is the big deal about the word ASS? Why, in 1999, the era where ANYTHING goes, does one simple three-letter word insult so many people? Can we all get over this? Please? The word ass really is NO BIG DEAL—trust me!!! Come on, let's all say it together—A-S-S. There now, was that so bad?

"What a jackass!"  
 "He is a stupid ass."  
 "She has a fat ass."  
 "You're a pain in my ass."  
 "I'm gonna kick your ass."

See how innocent that three-letter word actually is? It also rolls off the tongue so nicely. It doesn't hurt anybody. I mean the President of the United States can grope "young ass" in the White House—then lie about it—then get away with it—but it's not acceptable for me to even say the word? Where would Mr. Ass be without it? Wasn't Kramer once affectionately referred to as the "ASSMAN?"

Let's break it down—how wrong is it to tell somebody they can kiss your ass? Put any other body part in that sentence (with the exception of one—and that's another column) and that sentence is socially acceptable. Kiss my... ear. Kiss my... elbow. Kiss my... lips. Kiss my... ass. BUZZER SOUNDS!!! NO GOOD!!! UNACCEPTABLE. Catch my drift?

So, here's my pitch—I say that we all petition our local congressmen to pass a bill stating that the word ass will from here on in be socially acceptable! We can all say it anytime—any place—anywhere—withoutr penalty. No Irish Spring—no nothin'!

LET IT PASS—AND GIVE US ASS!!!  
 Later. WF





Lion  
(*Panthera leo*)  
car•ni•vore

Mankind  
(*Wrestlis hardcoris*)  
boyardee•vore



Giraffe  
(*Giraffa camelopardalis*)  
herb•bi•vore



THE  
PERFECT  
RAVIOLI FOR  
ALL  
MANKIND

feed  
the  
need

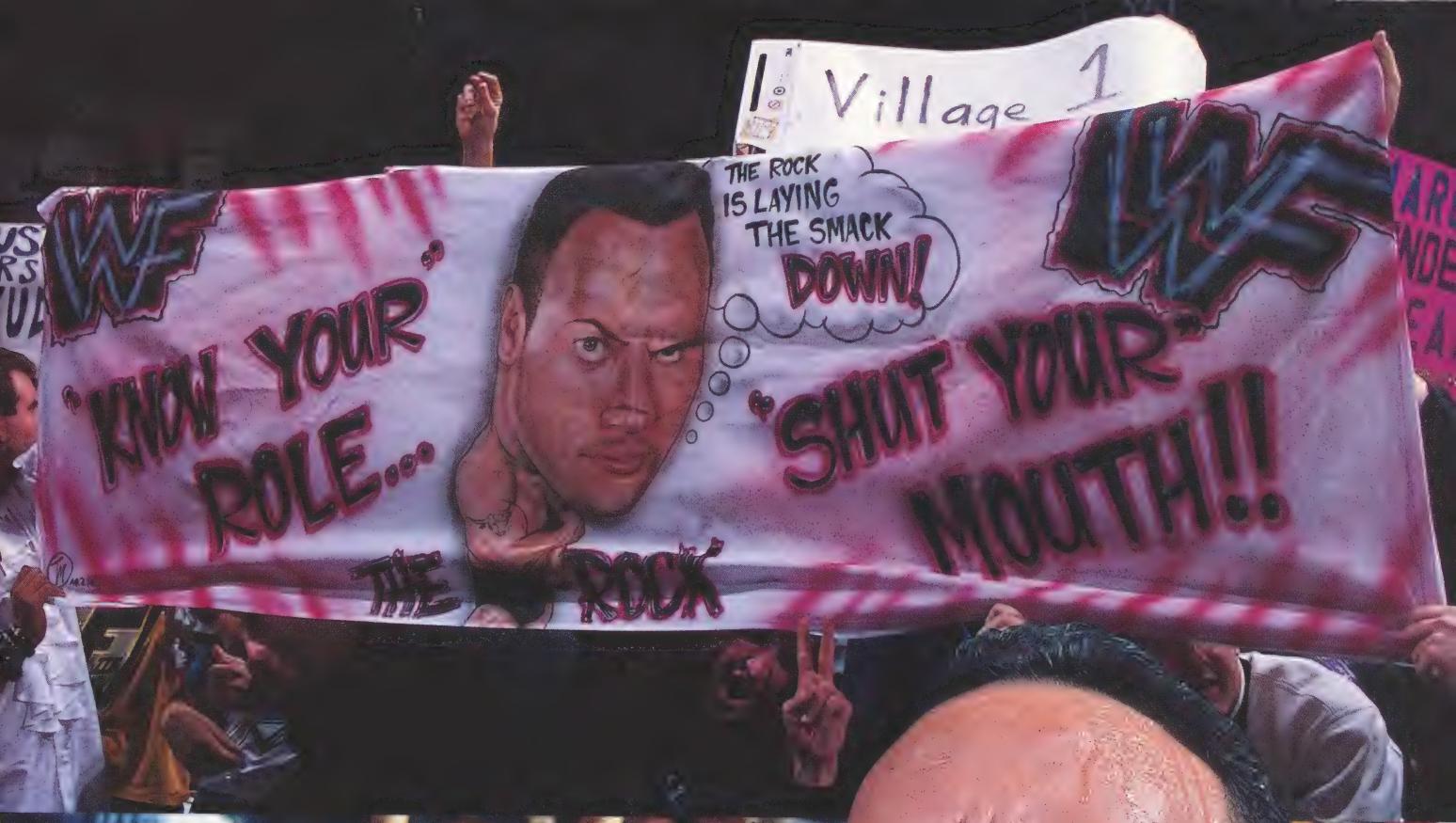


# THE **PEOPLE'S** **CHOICE**



*By Bill Banks*

**T**he votes have been tallied and the limousines are still arriving at the theater. Celebrities grace the red carpet leading to the grand entrance while hundreds of flashbulbs pop and hordes of paparazzi and reporters clamor for an exclusive.





Beyond the guardrails, a sea of humanity presses against itself like sardines, hoping to catch a glimpse or maybe even get within shouting distance of their idols. On the steps of the theater, adorned in a tuxedo, the host can be seen speaking to a network camera.

"Ladies and gentlemen... I'm Dick Lark, and welcome to the 1999 People's Champ Awards! Tonight, YOU the people toast the worlds of sports and entertainment. Many of the big names are already inside, and in just a few hours we will know who the REAL People's Champ is!"

As the host attempts to get a word with one of the guests, cameras bring us inside the ceremony. Over the course of the next three hours, the festivities will yield to the creme de la creme of the evening... the moment everyone has been waiting for. As the nominees are announced, the audience rises to its feet in anticipation. Finally, the presenter opens the envelope and exclaims: "By a landslide, the 1999 People's Champ is... THE ROCK!"

From the front row, the "Great One" rises to his feet and begins walking to the stage. Reaching the podium, he raises his hand to haul off on the presenter... but he holds back, uses his index finger to guide his face to the camera, raises the People's Eyebrow and laughs.

"First off, The Rock would like to congratulate the rest of the nominees," he begins. "On second thought, @#\$% on that! Those jabronies are lucky THE most electrifying superstar in sports-entertainment didn't slap the taste out of their mouths while The Rock made that left to the People's Stage. Secondly, The Rock knows you all want to hear him talk, so shut your mouth and know your role while he layeth the People's Acceptance Speech down on your ignorant @\$%es, if you smell..."

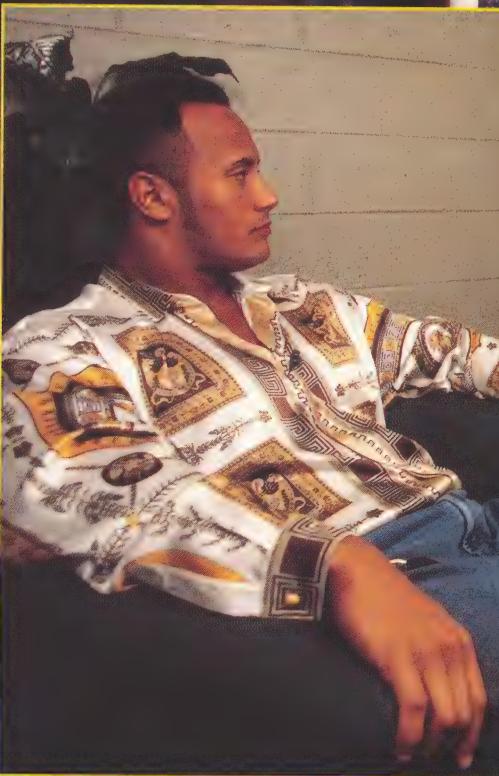
With that said, those in attendance at the 1999 People's Champ Awards come to life and repeat after The Rock.

"Don't... do... that! What do you think this is, sing along with The Rock?" he says. "Only when it's right! DeNiro, Stallone—all of you roody-poos from the front to

the back—if you keep interrupting the Great One, he'll take not one but two boots, turn them sideways and stick them up your..."

No laugh track is required to elicit the audience's laughter. With every insult, the crowd becomes more hysterical.

"To prove that The Rock is the People's Choice, the People's Champ and THE best damn World Wrestling Federation Champion, The Rock has thrown together a little highlight package that the jabronies in the back are going to play for you," he says. "But if you don't feel like watching it, make your candy-@\$ useful by going to the concession stand and getting The Rock a sandwich... no cheese. The Rock doesn't eat cheese."



As the lights begin to dim in the theater a giant movie screen drops from the ceiling. The grainy, black and white opening gives way to footage of a sold-out Madison Square Garden chanting "Rocky! Rocky!" In the ring, rookie Rocky Maivia has just become the sole survivor for his team at the 1996 Survivor Series. The camera goes back to the fans, but time seems to have changed them. Their eyes are darker... their faces more menacing. Cameras pan back to the ring, where Maivia stands wearing the Intercontinental Championship belt. Posters are inscribed with words of hate, such as "Die, Rocky, Die." And like a record slowed and then sped up again, the chorus of "Rocky! Rocky!" morphs into "Rocky Sucks! Rocky Sucks!"

The film continues, but this time still frames begin to flash by like a slide projector. We see

The Rock taking over the Nation, followed by audio of him speaking about himself in the third person for the first time in the Nassau Coliseum. Then, the audience listens intently



as he is interviewed by Gennifer Flowers at WrestleMania XIV, followed by his Ladder Match with Triple H at SummerSlam. At this point, the muffled chants of "Rocky! Rocky!" can be heard in the background. Hate turns to adulation. The frames accelerate, as more fans are revealed wearing Rock T-shirts and repeating his slogan. The chants get louder. The Rock drops the People's Elbow on Vince McMahon! And just when you think the cheering will blow your eardrums...

For what seems like an eternity, the theater fades to darkness and silence. Then, the image of The Rock embracing Vince McMahon fills the screen. It's the night after the 1998 Survivor Series, and the latest acquisition of Team Corporate is the new Federation Champion.

"Cut The Rock's highlight film," he barks into the podium's microphone. "Die, Rocky, Die? Rocky

Sucks? You see, The Rock never forgot that, and he made damn sure you never forgot it either."

With that said, The Rock raises the People's Eyebrow, grabs his 1999 People's Champion Award and walks off the stage. The audience is stunned and an uncomfortable silence fills the air. Some begin to openly question how they could have voted for him. Others gather their belongings and start to leave, believing the night has ended on a sour note. However, somehow the camera is turned back on—and the images are rolling again. As the crowd settles back in their seats, they are captivated by highlights of the epic Rock vs. Mankind battles from the 1999 Royal Rumble, half-time at the '99 Super Bowl and the "St. Valentine's Day Massacre". Pay-Per-View. They snicker when he speaks of the SmackDown! Hotel, and can't hold in their laughter when he stands up

to Paul Wight by calling him a 500-pound bag of monkey crap.

Footage of WrestleMania XV, when The Rock conducted the first-ever backstage fan-interactive interview, is shown. Twenty-thousand-plus strong inside Philadelphia's First Union Center sing along with The Rock. The guests at the People's Champ Awards join in as well. During a RAW from the Nassau Coliseum, the crowd gave him a standing ovation when he was simply holding a mic. He never had to utter a word to feel their praise! Laughter turns to fascination when the theater lights up like the Fourth of July as fans photograph The Rock dropping the People's Elbow on the Big Show. Finally, in an epic climax, the audience rises to its

feet as The Rock's popularity explodes at Backlash!

The darkened theater, fans cheering wildly, erupts again in chants of "Rocky! Rocky!" Requests for a curtain call begin... the people want the "Great One" to return! At this point, The Rock sticks his head out, raises the People's Eyebrow and walks to the center of the stage. The theater begins shaking to its very foundation under the decibels! Facing the millions (and millions) of fans who voted for him, he raises the People's Champ Award high in the air. The white light from the projector casts a larger than life shadow of The Rock on the screen.

While this night's reel may be full, the camera is certainly not out of film... W



CUT OUT AND PLACE OVER A  
PICTURE OF THE WRESTLER WHO  
ALWAYS LOSES. SPRITE WON'T  
TASTE ANY MORE REFRESHING, BUT  
IT'LL BE PERFECT FOR HIM. HIS  
ENDORSEMENT DEAL FOR DENTURE  
ADHESIVE RAN OUT A MONTH AGO.  
IMAGE IS NOTHING. THIRST IS  
EVERYTHING. **OBEY YOUR THIRST.**



*"After getting hit in the mouth with a chair,  
nothing refreshes and revives like Sprite."*

WORLD WRESTLING FEDERATION

SUPER  
SOAKER.  
Presents

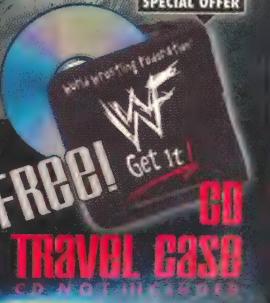


# KING OF THE RING®

LIVE ON PAY-PER-VIEW! JUNE 27 • 8PM ET / 5PM PT



THIS MONTH'S  
SPECIAL OFFER



Call your cable company or satellite provider to order!

TO GET YOUR FREE CD TRAVEL CASE, MAIL IN A COPY OF YOUR CABLE OR SATELLITE BILL INDICATING THE PURCHASE OF KING OF THE RING TO: KING OF THE RING OFFER, PO BOX 5488, ROCKVILLE CENTRE, NEW YORK 11571-5488. REQUESTS MUST BE RECEIVED BY 8/30/99. ALLOW 6-8 WEEKS FOR DELIVERY. ONE REQUEST PER HOUSEHOLD WHILE SUPPLIES LAST.

This exhibition is licensed for private home viewing only. Any unauthorized public performance, copying or use is strictly prohibited and may subject the offender to legal action. All other rights are expressly reserved by Titan Sports, Inc.

WWF.COM  
Downs and Out  
AOL Keyword: wwf

14

©1999 Titan Sports, Inc. All Rights Reserved. Card subject to change.

**Finally, a reason**

**to get up**

**before noon.**



Get up for work? No! Get up for class? No! Get up and play Game Boy® Color? Yes!!!

With tons of eye-popping color games, you may never sleep late again.

**GET INTO IT.**

Game and Game Boy sold separately. © is a trademark of Nintendo of America Inc. ©1999 Nintendo of America Inc.



# Hero of the Day

by bill  
banks

From the common everyday Joe all the way up to President Bill, everybody is just trying to get ahead. Whether it's giving the guy on the corner a dollar or bailing some country out of a war, racking up points is the name of the game. But it's not about who's leading on the big scoreboard. As the saying goes, no good deed should go unrewarded? In every walk of life, particularly in the World Wrestling Federation, it's all about getting a return on that favor.

In a cynical world does anyone do a good deed simply out of kindheartedness anymore? You know the answer to that and the next guy knows it. And whoever thinks Ken Shamrock rescued World Wrestling Federation owner Vince McMahon's daughter this past April because of a soft spot in his heart could be sadly mistaken. Of course the owner claimed he'd be forever indebted to the World's Most Dangerous Man for rescuing Stephanie, but was Vince really concerned about Kenny's well-being? The Ministry could have ground Shamrock into raw meat and the owner would not have cared. It was all about getting daddy's little girl back, and when the No Holds Barred fighter accomplished that task all that sentimental nonsense McMahon and Shamrock offered each other was just talk.

For most fans, the image of Shamrock wrenching Christian's leg in the middle of a blood bath during his search for Stephanie will remain ingrained in our minds. A man possessed, Shamrock looked like the

hero of the day minus the cape and a big letter "S" on his chest. But let's not overlook one possibility—it could have been dollar signs fueling this Superman, not compassion. When Vince called upon the former Intercontinental Champion to do the job, it was an unwritten agreement between the two that if Shamrock could bring Stephanie back unharmed he would be rewarded. At some point, Ken was probably reminded of Vince's track record when it comes to keeping promises—but this time was different. Shamrock knew that he had the owner by his "testicular fortitudes."

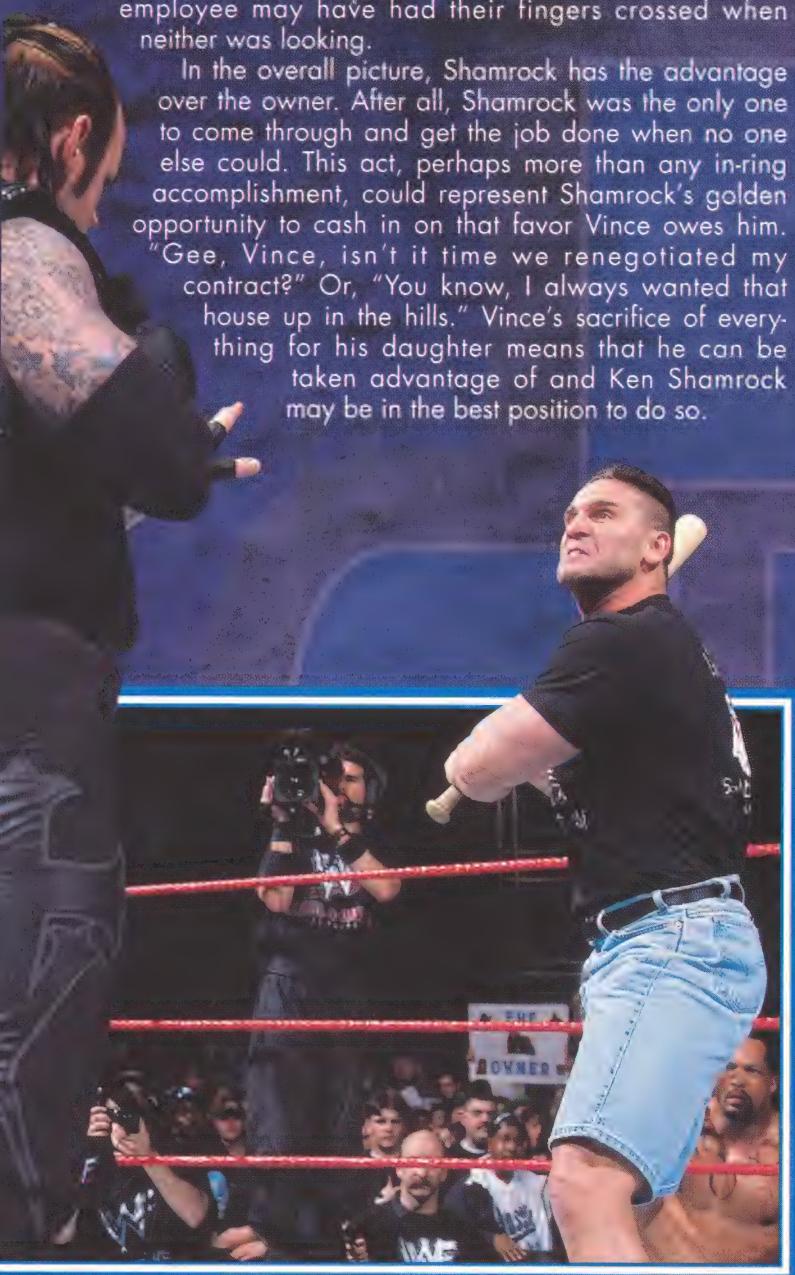
Stephanie McMahon, his daughter, was down in that basement—perhaps the one person Vince holds more dear than his company. This wasn't Stone Cold flipping the bird on live television or hosing the owner down with beer. No, this was something that hit home—a place where no one had gone before. As far as Shamrock was concerned, all he had to do was find the girl and bring her back safely to

daddy's arms. At that point, the No Holds Barred fighter could name his price. Floundering somewhere in the Team Corporate talent pool, this was his big chance to finally swim in the deep end; in other words, climb the corporate ladder. It sounds like a win/win deal for both sides, right? Well, perhaps it's not that easy.

Once Stephanie was returned safe and sound, of course, all bets with Shamrock were off in the owner's mind. He had what he wanted, and now Kenny could go his merry way for all he cared.

?

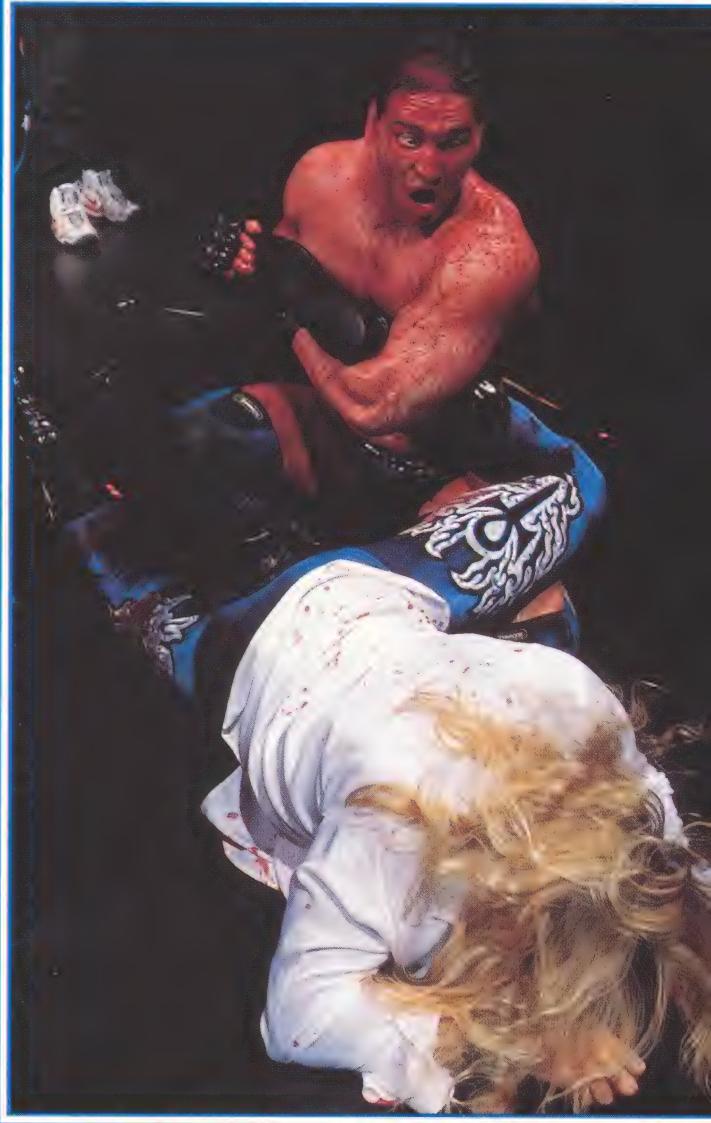


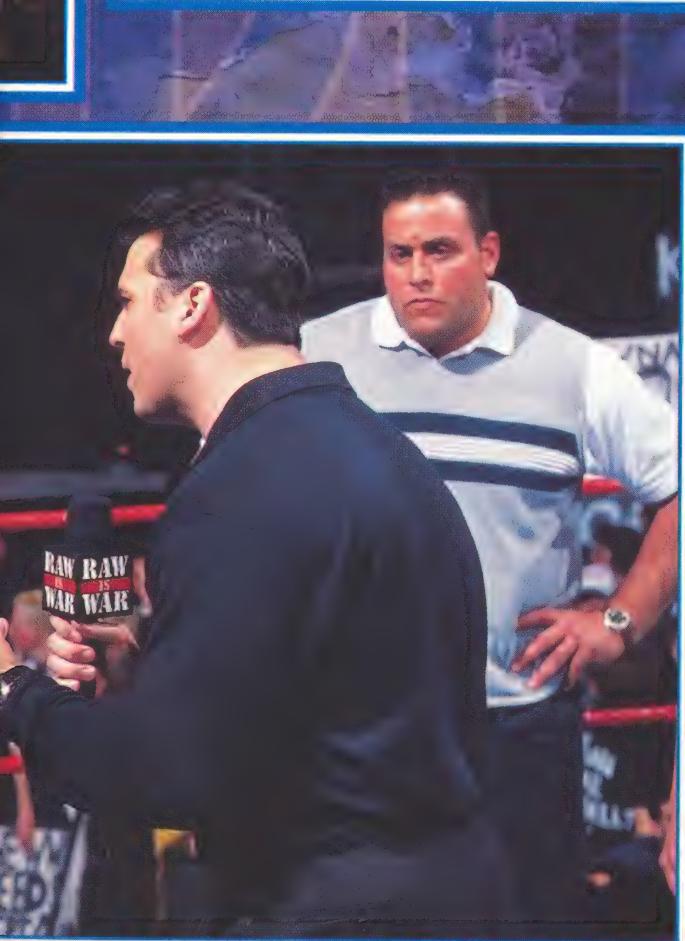


Vince said he was indebted... and the key word is "debt," as in "owe." On the other hand, did Shamrock shed one tear when father and daughter were reunited? All he wanted to hear was a token of appreciation from Vince's mouth—and when he got it, it was tantamount to a handshake. This time, though, both owner and employee may have had their fingers crossed when neither was looking.

In the overall picture, Shamrock has the advantage over the owner. After all, Shamrock was the only one to come through and get the job done when no one else could. This act, perhaps more than any in-ring accomplishment, could represent Shamrock's golden opportunity to cash in on that favor Vince owes him.

"Gee, Vince, isn't it time we renegotiated my contract?" Or, "You know, I always wanted that house up in the hills." Vince's sacrifice of everything for his daughter means that he can be taken advantage of and Ken Shamrock may be in the best position to do so.





And YOU, the fans, were an integral part of the deal as well. Shamrock knew that the fans would view him in a different light after walking straight into hell and daring the Undertaker to stop him. It really didn't matter whether he succeeded or not! Remember, this is the stuff fairy tales and comic books are made of. In the absence of a personal reason to hate Shamrock, who could help rooting for him as he stalked up the entrance ramp covered in that red viscous liquid?

Obviously, playing the fans in his favor was in the back of Shamrock's mind the whole time. This is not to say that he was merely putting on a show, but rather that gaining the support of the masses could only lend credibility to his cause. If and when he does ask Vince for a return favor, the people will of course be on Shamrock's side. After all, no good deed is supposed to go unrewarded, right? If McMahon was to turn a deaf ear now, it would reflect badly not only on him as a businessman, but on his family and the company as well. Would Vince risk that? Of course not.

Ken Shamrock knows he has put his employer in a rather precarious position. Despite his "heroics," the World's Most Dangerous Man can play the villain if necessary. After all, even in Superman's world a Bizarro exists. Does anyone else notice the parallels? **WF**

# HARDCORE HOLLY: TOUGH AS NAILS

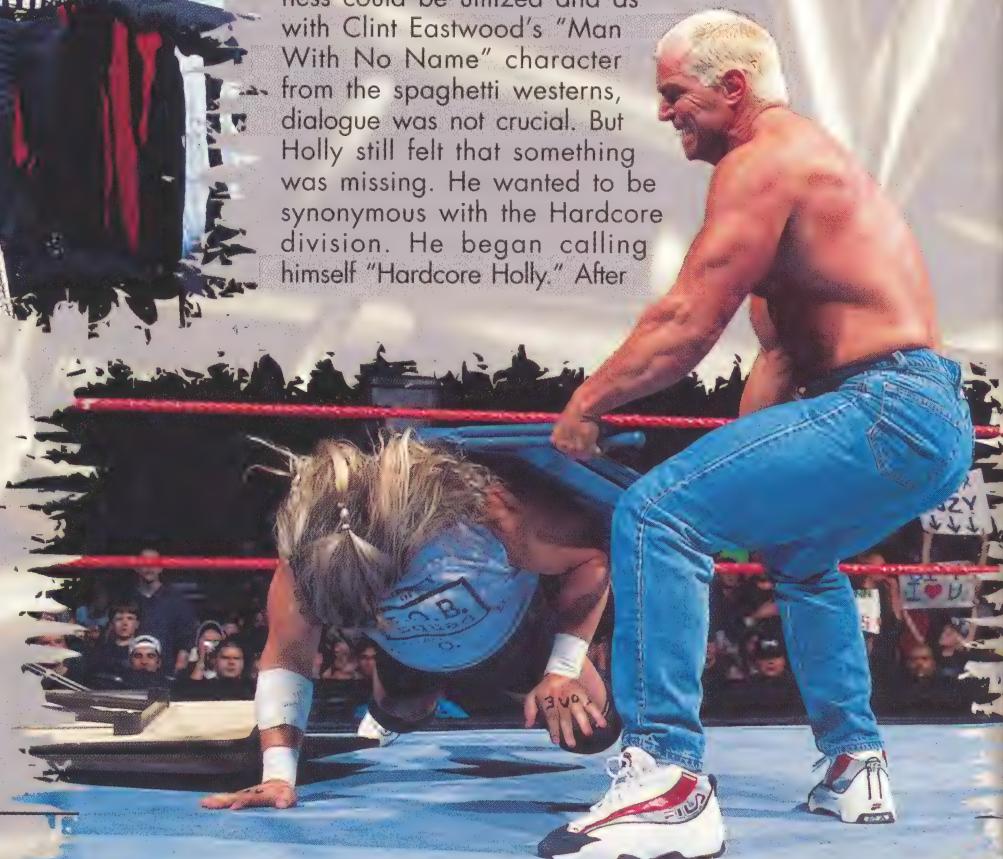
BY KEVIN KELLY

discounted. A poll of the Federation locker room usually places Holly's name at the top of the "Who's the Toughest?" list. He split Billy Gunn's eye open in 1996 in Kuwait just for laughs! Regardless of the respect his fellow competitors have for him, success in the World Wrestling Federation today requires the ability to be as comfortable talking on the microphone as competing in the ring. As silent movie actors had to adjust to "talkies" once the human voice was introduced to the screen in 1927, Holly needed to find his niche or consider another line of work.

When the Hardcore Championship was created, the blue-collar tough guy fit the bill perfectly. Holly's toughness could be utilized and as with Clint Eastwood's "Man With No Name" character from the spaghetti westerns, dialogue was not crucial. But Holly still felt that something was missing. He wanted to be synonymous with the Hardcore division. He began calling himself "Hardcore Holly." After

**B**ob Holly has waged a personal "Battle of the Blands" since his debut in the World Wrestling Federation 1995. From one lame incarnation to another, Holly's character and his career have floundered. From an auto racer to an Expresser to a Squader, the talented, athletic Alabama native knew that something was lacking.

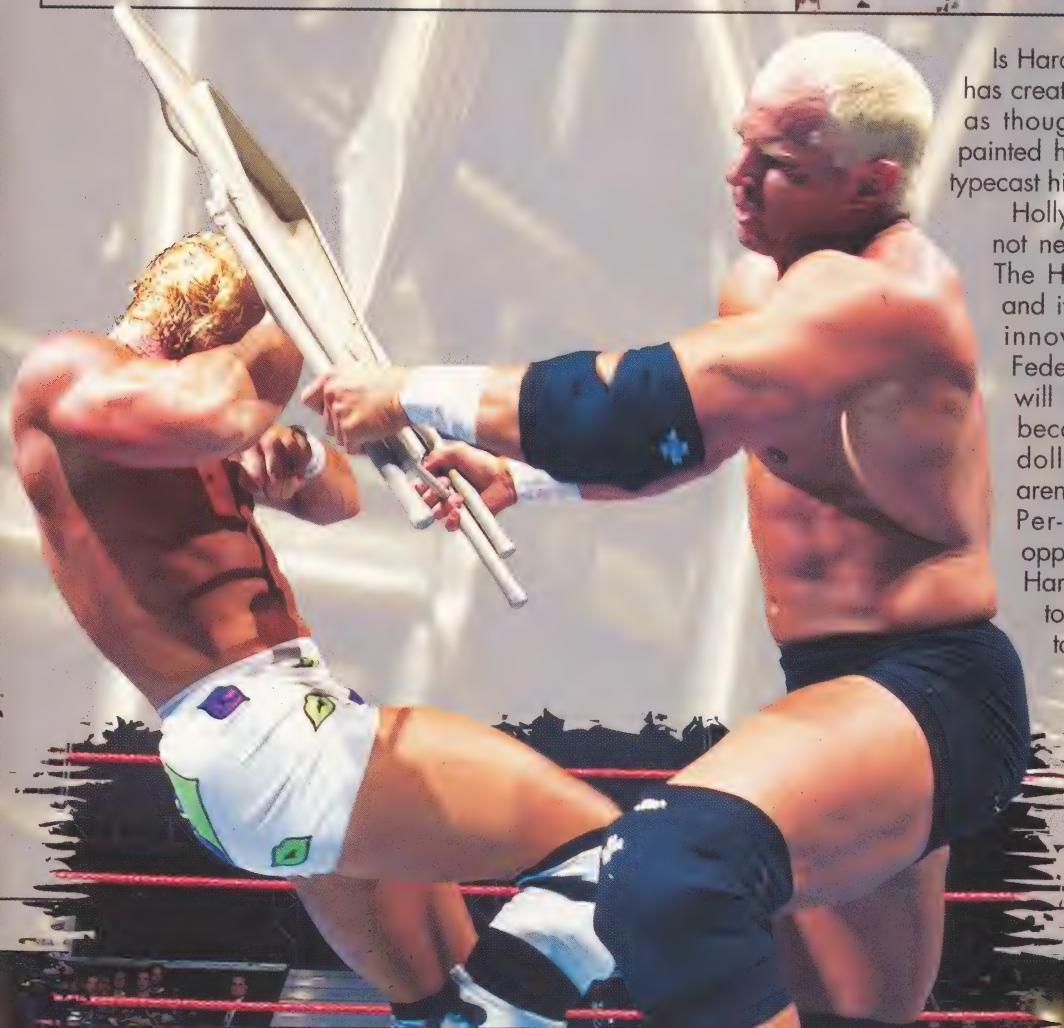
No matter what he was called or what he wore to the ring, Bob Holly's toughness could never be



winning the title last February Holly's career took off amid the chair shots and broken tables littering the landscape in each of his no-holds-barred matches.

Despite his toughness, Holly's body began to show the effects of Hardcore warfare. It's impossible to survive these types of matches without a toll being exacted from a competitor's frame—a gradual erosion of physical wellness resulting from the self-imposed brutality that is the Hardcore division.

When his body is beaten beyond recognition, what does Hardcore Holly do? Complain? Quit? How about suck it up and keep going?! After renaming himself for the very division that leaves him bruised and battered, it's impossible to go back. Hardcore Holly is not only strong-willed, he also has tremendous pride. Seeking opportunity for several years, Holly finally got one and may now feel that he can't go back.



Is Hardcore Holly trapped in the life he has created for himself? It certainly seems as though Holly has at the very least painted himself into a corner. But has he typecast his future?

Holly's immediate opportunities are not necessarily limited by this choice. The Hardcore division has taken off and it is one of the most talked-about innovations the World Wrestling Federation has ever created. Holly will get considerably more air time because of it and air time equals dollars. If you aren't on TV, you aren't on live events, T-shirts or Pay-Per-Views. How long will these opportunities continue for Holly? The Hardcore competitors don't appear to have a very long shelf-life due to the brutality they absorb.

Every Hardcore superstar is fully aware that one day he, like the human cannonball at the circus, may miss the net. Hardcore Holly realizes this, but what are his alternatives? Going back to the same old

unsatisfactory gimmicks he nearly drowned in? This division was tailor-made for Holly, who knows that each table he goes through is one less he has left in him.

Rescinding the name "Hardcore" is something Holly just wouldn't do. He's not a complex man. He subscribes to the theory that an honest day's work earns an honest day's pay. Holly awakens at the crack of dawn every

morning, regardless of how sore he is from the night before, to go to the gym. He is never late, he never complains and he is generally regarded as one of the few "good guys" in this business. He can't go back to being plain old Bob Holly. That would be like going back on his word.

To paraphrase, Hardcore Holly has made this bed of nails and now he must lie in it. WF



# PERSONALITY PROFILE

**FAVORITE BAND/SINGER:**

Metallica

**BIGGEST THRILL IN LIFE:**

Becoming the Hardcore Champion

**PERSON YOU WOULD MOST LIKE TO MEET:**

Judge Judy "cause she's hardcore!"

**FAVORITE SPORT (BESIDES WRESTLING):**

Rugby

**FAVORITE ATHLETE(S):**

Former University of Texas Running Back Ricky Williams

**FAVORITE TELEVISION SHOW:**

Seinfeld

**HOBBIES:**

Motocross, working out and racing

**FAVORITE FOOD:**

Lasagna

**FAVORITE FAST FOOD:**

Taco Bell

**FAVORITE ACTOR:**

Robert DeNiro

**IF I COULD HAVE DONE IT DIFFERENTLY, I WOULD HAVE...**

Not changed a f'n' thing.

**SECRET TALENT:**

Juggling

**BEST ADVICE EVER RECEIVED:**

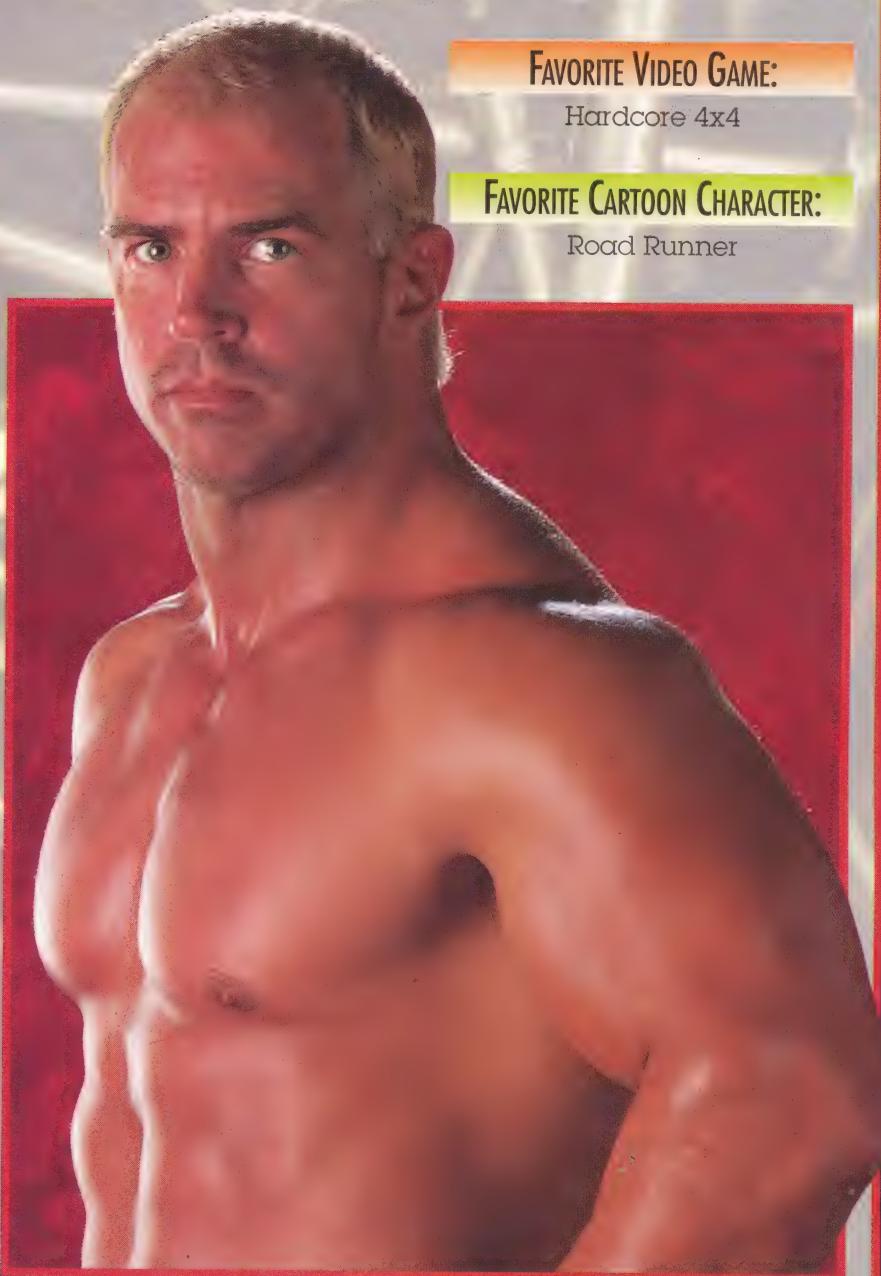
Kick @#\$% and take names.

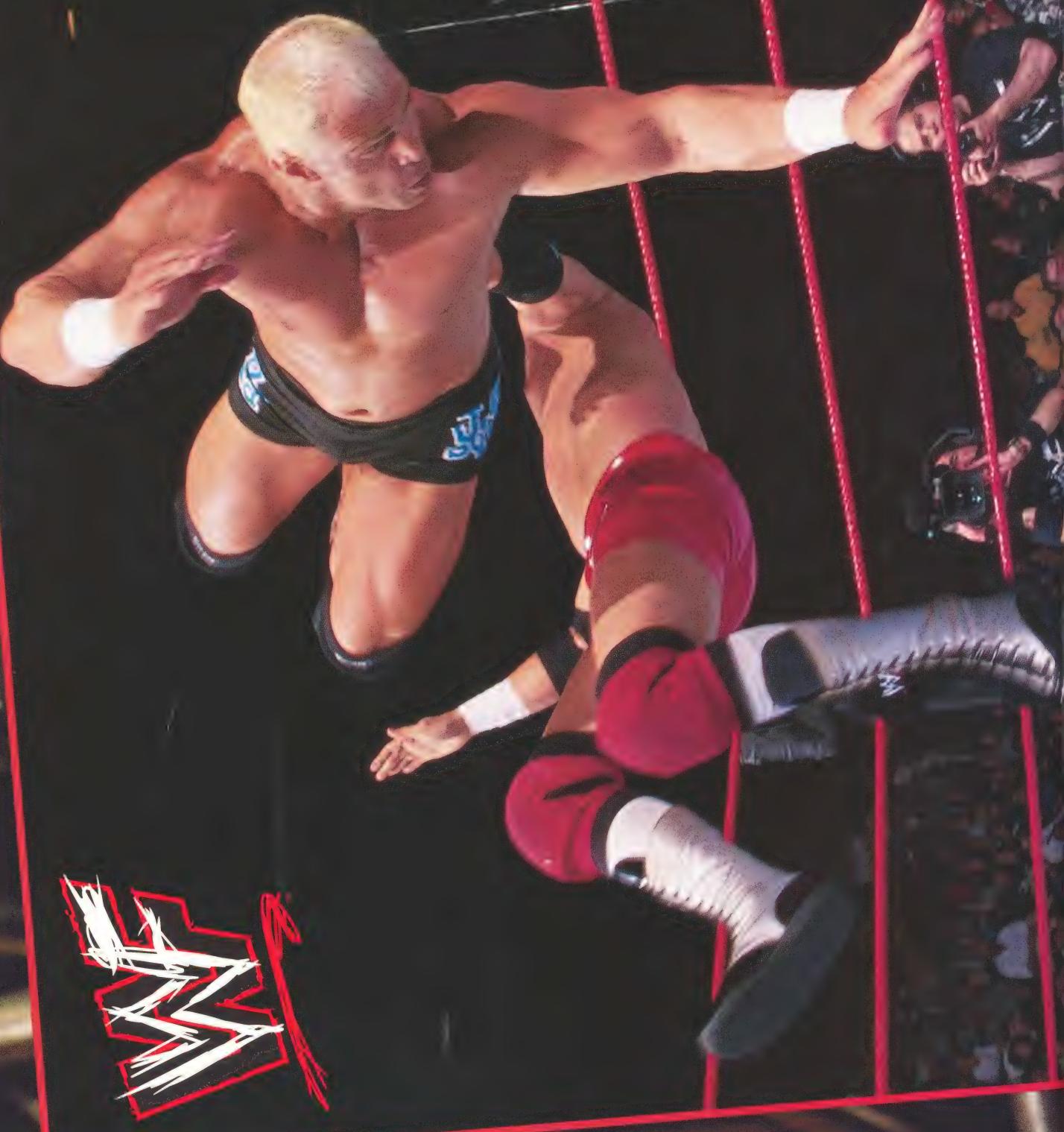
**FAVORITE VIDEO GAME:**

Hardcore 4x4

**FAVORITE CARTOON CHARACTER:**

Road Runner





**815·734·1156**

# **SHOPZONE™**

OFFICIAL MERCHANDISE OF  
THE WORLD WRESTLING FEDERATION®  
Visit the Shopzone @ [WWF.COM](http://WWF.COM)



With a minimum purchase of \$50 receive a surprise gift. With a minimum purchase of \$100 or more receive a free t-shirt (one size fits all).

The most **ELECTRIFYING** man in sports-entertainment presents the most **SIZZLING** merchandise and some **SHOCKING** deals you can't get anywhere else! So, KNOW YOUR ROLE, JABRONI AND ORDER NOW!

**WWF.COM**  
Download this!

**A. "NEW!" OFFICIAL ROCK BASEBALL JERSEY**

Front: "The Rock." Back: "The Great 1." 100% Cotton. Sizes: M L XL XXL  
#35032 \$39.99

**B. "NEW!" THE ROCK SAYS... T-SHIRT**

Front: "The Rock Says..." Back: "You're a Roody-Poo Candy-Ass!"  
Black. 100% Cotton. Sizes: S - XXL  
#35017 \$25.00

**C. KNOW YOUR ROLÉ BASEBALL HAT**

Front: Rocky Bull Outline Logo. Back: "Know Your Role."  
Black. 100% Brushed Cotton. Embroidered.  
#35012 \$20.00

**D. "NEW!" THE ROCK LICENSE PLATE**

"GR8•ONE" on metal. #35022 \$7.99

**E. "NEW!" THE ROCK LICENSE PLATE HOLDER**

#35023 \$6.99

**F. THE ROCK DOG TAG**

Front: "The Rock." Back: Attitude logo. Chain. Silver finish.  
#35015 \$8.00

**G. "NEW!" "THE GREAT ONE" TANK TOP**

The Rock Bull with The Great One type. Black. 100% Cotton. M-XXL.  
#35020 \$16.00

**H. "NEW!" THE ROCK BANDANA**

All-over print of "The Great One" and Bull logo. Measures 22"x22".  
#35029 \$8.00

**I. "NEW!" THE ROCK ELBOW PAD SET**

Metallic Bull Logo. Two screenprinted pads. "Lay the Smack Down."  
#35027 \$14.99

**J. SMELL WHAT THE ROCK IS COOKIN' T-SHIRT**

Rocky Bull outline logo on front. Back: "Smell What the Rock Is Cookin'!"  
Black. 100% Cotton. Sizes: S M L XL XXL  
#35006 \$25.00

**K. "NEW!" THE ROCK CREW ATHLETIC JACKET**

Water-resistant nylon striped jacket. Elastic cuffs and hem. Zippered side pockets.  
100% cotton lining. Black. Adult Sizes: M L XL XXL; Youth Sizes: S (7/8),  
M (10/12), L (14/16), XL (18/20)

Adult: #35030 Child: #35033 \$44.00

**L. "NEW!" THE ROCK ATHLETIC PANT**

Water-resistant black nylon pant (unlined). Zipper opening on lower leg for  
easy on-off. Available in both: Adult Sizes: M L XL XXL; Youth Sizes:  
S (7/8), M (10/12), L (14/16), XL (18/20)

Adult: #35031 - \$36.00 Child: #35034 - \$24.00

**M. ROCK HARD BOXER SHORTS**

"Rock Hard" printed on waistband. 100% Cotton. Front: "Grab the Bull by the  
Horn!" Back: Red Bull Logo. Sizes: M L XL XXL  
#35010 \$18.00

**N. "NEW!" THE ROCK SUNGLASSES**

The Rock Bull Logo on each lens. Gold metal frame.  
#35026 \$12.00

**O. "NEW!" MOST ELECTRIFYING MAN T-SHIRT**

Front: The New Rock Electric Logo. Back: "The Most Electrifying Man in  
Sports-Entertainment". Black. 100% Cotton. Sizes: S M L XL XXL.  
#35018 \$25.00

**P. "NEW!" GREAT ONE BASEBALL HAT**

Front: The New Rock Electric Logo. Back: "The Great One."  
Black. Brushed Cotton Twill. Embroidered.  
#35024 \$20.00

**Q. "NEW!" THE ROCK BULL PENDANT**

Silver Finish. Leather Rope. #35025 \$8.00

**R. THE ROCK NYLON SHORTS**

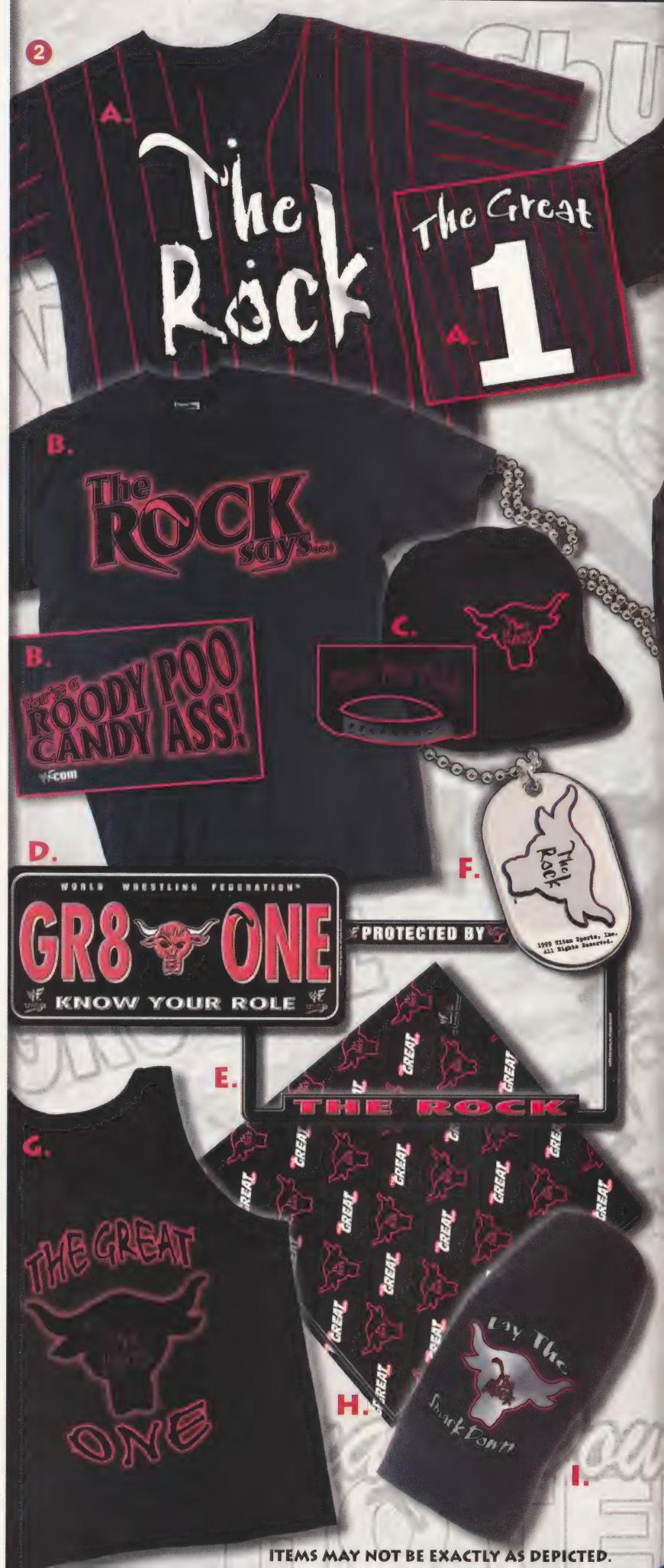
The Rock Bull Outline Logo on front. Black nylon mesh. Sizes: M L XL XXL  
#35013 \$22.99

**S. "NEW!" THE SMACKDOWN HOTEL T-SHIRT**

Front: "I got checked into the SMACKDOWN HOTEL!" Back: "On the corner of  
Know Your Role Blvd. and Jabroni Dr." Black. 100% Cotton. Sizes: S-XXL.  
#35019 \$25.00

**T. "NEW!" THE ROCK WALLET**

Embroidered Bull Logo. "The Rock Says... Know Your Role" type on  
tri-fold wallet. Genuine black leather.  
#35009 \$19.99



ITEMS MAY NOT BE EXACTLY AS DEPICTED.



**A. BLOOD FROM A STONE T-SHIRT.**

Front: "Austin 3:16." Back: "Blood from a Stone" and Stone Cold's face. Black. 100% Cotton. Sizes: L XL XXL

**#1307** \$25.00

**B. "NEW!" AUSTIN 3:16 VENOM T-SHIRT**

Black. 100% Cotton. Sizes: S - XXL

**#13117** \$25.00

**C. RATTLESNAKE DOG TAG**

Rattlesnake engraved on silver finish. Chain.

**#13108** \$8.00

**D. "NEW!" OFFICIAL AUSTIN BASEBALL JERSEY**

Front: "Stone Cold 3:16." Back: "Austin 3:16" Skull. Embroidered. Black. 100% Cotton. Sizes: M L XL XXL

**#13070** \$39.99

**E. "NEW!" AUSTIN HELL YEAH CUT-OFF TEE**

Front: Hellraiser Skull and "Hell Yeah." Black. 100% Cotton.

Sizes: M L XL XXL. **#13120** \$16.00

**F. 100% PURE RATTLESNAKE T-SHIRT**

"100% Pure Rattlesnake" design on front. Back: "Expect No Mercy!" 100% Cotton. Sizes: S - XXL

**#13098** \$25.00

**G. HELL YEAH DECORATIVE LICENSE PLATE**

**#13110** \$7.99

**H. I JUST WHOOPED YOUR ASS LICENSE PLATE HOLDER**

Black metal. **#13109** \$6.99

**I. AUSTIN NYLON ATHLETIC SHORTS**

"Hellraisers" skull design on front. Black nylon mesh. Sizes: M L XL XXL **#13103** \$22.99

**J. "NEW!" AUSTIN 3:16 VENOM COLOGNE**

Hell Yeah! The first toughest S.O.B. cologne for men. 100ml / 3.4 fluid ounces.

**#13123** \$24.95

**K. RATTLESNAKE PENDANT.**

Silver finish pendant on leather necklace.

**#13104** \$8.00

**L. RATTLESNAKE LEATHER KEYCHAIN**

Silver finish. **#13105** \$9.99

**M. HELL YEAH BOXERS**

"Hell Yeah" on waistband. Hell Yeah Skull on front. Back: "Other Side Jackass." Black. 100% Cotton. Sizes: M L XL XXL

**#13092** \$18.00

**N. BLOOD FROM A STONE HAT**

Front: "Austin 3:16." Back: "Blood From A Stone!" Black. Embroidered. 100% Brushed Cotton. Adjustable Snap Closure.

**#13113** \$20.00

**O. STONE COLD FINGER BASEBALL HAT**

Front: Stone Cold Skull w/ Austin salute. Back: "Look at the front, Jackass!" Black. Embroidered. 100% Brushed Cotton.

**#13096** \$20.00

**P. "NEW!" AUSTIN FINGER WELCOME MAT**

Welcome your friends with the Austin salute.

**#13119** \$19.99

**Q. "NEW!" AUSTIN LIGHTWEIGHT PULLOVER**

Shell: Water-resistant nylon, navy blue. Lining: Maroon mesh. Zipper and snap closure, elastic cuffs, side pockets and rear vented flap with velcro closure. "StoneCold" on back. Packs into chest pocket for storage. Adult sizes: M - XXL

**#13076** \$44.00

**R. AUSTIN 3:16 LEATHER WALLET**

Embroidered. "Austin 3:16" Skull. Black w/silver chain.

**#13080** \$19.99

**S. "NEW" AUSTIN 3:16 VENOM HAT**

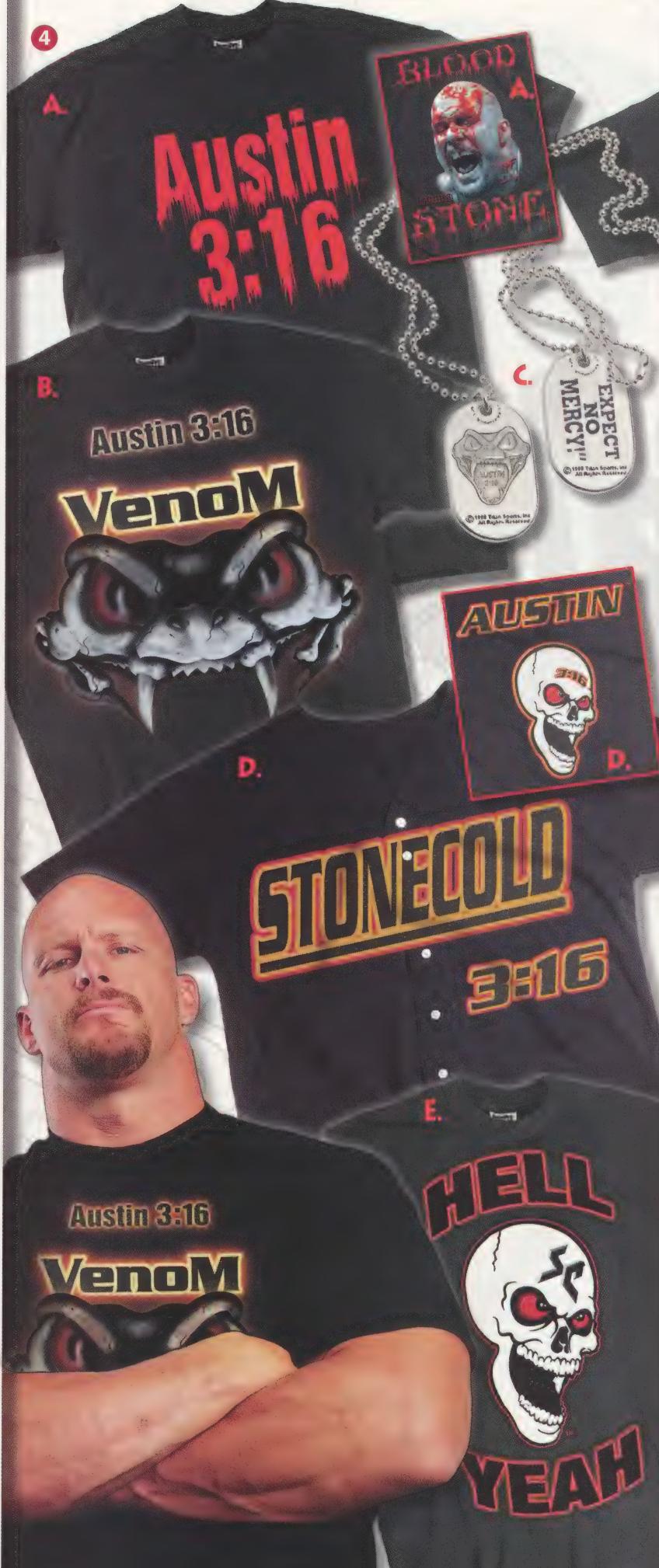
Front: "Venom" Snake. Back: "Austin 3:16."

**#13121** \$20.00

**T. "NEW" STONE COLD SALOON T-SHIRT**

Black. 100% Cotton. Sizes: M L XL XXL

**#13118** \$25.00





**A. "NEW!" MR. ASS CUT-OFF T-SHIRT**

"Mr. Ass" logo on front. Back: "ASS BACKWARDS". Black. 100% Cotton. Sizes: M L XL XXL **#64003 \$16.00**

**B. ROAD DOGG T-SHIRT**

Front: "Road Dogg Jesse James." Back: "Roll the Dogg a Bone."

Black. 100% Cotton. Sizes: M L XL XXL

**#65001 \$25.00**

**C. "NEW!" DX BUCKET HAT**

Tan Cotton Canvas. DX logo on front.

**#42048 \$18.00**

**D. DX "TWO WORDS: SUCK IT" PENDANT**

Silver finish. Leather necklace. #42043

**\$8.00**

**E. "NEW!" DX TANK**

"Representing the D" on the front. "Rollin' on the X" on the back. Black. 100% Cotton. Sizes: M L XL XXL

**#42049 \$16.00**

**F. "NEW!" HHH NOT FOR THE INNOCENT T-SHIRT**

"Triple H" logo on front. Back: "Not for the Innocent." Black.

100% Cotton. One size fits all.

**#31005 \$25.00**

**G. "MR. ASS" BILLY GUNN BANDANA**

Wanna be a Badd Ass? Try this on! All-over print of Mr. Ass logo. Measures 22"x22". #64002

**\$8.00**

**H. "MR. ASS" BILLY GUNN T-SHIRT**

Front: "Mr. Ass" logo on front. Back: "Four Words...Check Out My Ass!" Black. 100% Cotton. Sizes: M L XL XXL

**#64001 \$25.00**

**I. "NEW!" X-PAC T-SHIRT**

Front: New "X-Pac" logo. Back: "Your ass is grass and I'm gonna smoke it." Black. 100% Cotton. One size fits all.

**#61002 \$25.00**

**J. DX GREEN LOGO T-SHIRT**

Front: DX Green Logo. Back: "Break It Down." Black. 100% Cotton. Sizes: S M L XL XXL **#42012 \$25.00**

**K. DX WALLET**

Embroidered D-Generation X Logo on black tri-fold wallet. Genuine leather. #42017

**\$19.99**

**L. DX NYLON SHORTS**

Front: DX Logo. Black nylon. Sizes: M L XL XXL

**#42042 \$22.99**

**M. DX "ARE YOU READY?" BASEBALL HAT**

Front: Glowing DX. Back: "Are You Ready?" Black. Embroidered.

Adjustable snap closure. 100% Cotton.

**#42032 \$20.00**

**N. DX MUG**

"Two Words: S\*ck It" with DX glass mug. Dishwasher safe.

**#42041 \$10.00**

**O. DGN•R8 DECORATIVE LICENSE PLATE**

"DGN•R8" license plate for Degenerates only. Green type on black metal.

**#42044 \$7.99**

**P. DX LICENSE PLATE HOLDER**

"Protected by DX." "You make the rules...we'll break 'em." Black metal.

**#42045 \$6.99**

**Q. DX BOXER SHORTS**

Two Words: "S\*ck It" on waistband. "Suck It" on front. D-Generation X Logo on back. 100% Black Cotton. Sizes: M L XL XXL

**#42019 \$18.00**

**R. DX GREEN LOGO BACKPACK**

DX Logo embroidered on front. 600 denier polyester with mesh backing. Front compartment. Measures: 12" x 20" x 7" when fully expanded.

**#42037 \$24.99**

**S. DX SHOT GLASSES**

Suck It Down with DX. Set of 4 different 2 oz. shot glasses. Not sold separately.

**#42030 \$12.00**





**A. "NEW!" UNDERTAKER HELL HAS RELOCATED T-SHIRT**

Image of Undertaker and symbol on front. Back: "Hell has relocated." Black. 100% Cotton. Sizes: M L XL XXL

#03072 \$25.00

**B. UNDERTAKER BURNT OFFERING T-SHIRT**

Burning Undertaker symbol on front. Back: "Burnt Offering."

Sizes: L XL XXL #03066 \$25.00

**C. "NEW!" MINISTRY PENDANT**

Antique silver finish. #68001 \$8.00

**D. "NEW!" MINISTRY STAR T-SHIRT**

Ministry Star Logo on front. Back: "Pray We Don't Come For You!" Black. 100% Cotton. Sizes: M L XL XXL

#68002 \$25.00

**E. "NEW!" KANE MASK T-SHIRT**

Kane Mask on front. Back: Kane "Tortured Soul." Black. 100% Cotton. One size fits all.

#44004 \$25.00

**F. "NEW!" UNDERTAKER 666 BASEBALL JERSEY**

Front: Undertaker symbol on upper left chest.

"Undertaker 666" on back. Black. 100% Cotton.

Sizes: M L XL XXL.

#03068 \$39.99

**G. KANE MASK**

As close as you'll ever want to get to being Kane. Plastic.

#44003 \$8.00

**H. "NEW!" BROOD CHALICE T-SHIRT**

Image of the Brood on the front. Back: "Bloodbath." Black.

100% Cotton. Sizes: L XL XXL.

#66003 \$25.00

**I. BROOD T-SHIRT**

Front: New Brood logo. Back: "Drink from the cup." Black. 100% Cotton. One size fits all.

#66001 \$25.00

**J. "NEW!" BROOD BANDANA**

All-over print of Brood symbol. "Drink from my cup." Measures 22" X 22".

#66004 \$8.00

**K. THE BROOD NECKLACE**

Silver finish with black leather strap.

#66002 \$8.00

**L. "NEW!" THE CLASSIC FIVE VIDEO SET**

Now it's your chance to get the classic five PPV events of 1998. 1. Royal Rumble. 2. WrestleMania XIV. 3. King of the Ring. 4. SummerSlam. 5. Survivor Series. Approx. 15 hrs. of in-your-face action. Free collector T-shirt included with set.

#00119 \$69.95

**M. AUSTIN "HELL YEAH" VIDEO**

The saga of the toughest S.O.B. in the Federation continues.

#13124 \$14.95

**N. THE ROCK "KNOW YOUR ROLE" VIDEO**

Know your role and buy this tape! Approximate running time: 1 hour.

#35028 \$14.95

**O. "COME GET SOME - THE WOMEN OF THE X" VIDEO!**

If you want it, come and get it! Approximate running time: 1 hour.

#00120 \$14.95

**P. "BEST OF RAW" VOLUME 1 VIDEO**

Get the best of RAW IS WAR all right here in this video. Approximate running time: 1 hour.

#00121 \$14.95

8





N. O. P.  
ITEMS MAY NOT BE EXACTLY AS DEPICTED.

**A. AL SNOW "GOT HEAD" T-SHIRT**

"Got Head?" on front. Image of "Head" on back. Black. 100% Cotton. Sizes: L XL XXL.

**#57001 \$25.00**

**B. VAL VENIS "HEELLOOOO LADIEESSS" T-SHIRT**

"Heelooooo Ladieesss" on front. Back: "The Big Valbowski will RISE to the occasion!" Black. 100% Cotton. Sizes: L XL XXL

**#58002 \$25.00**

**C. THE BIG VALBOWSKI BOXER SHORTS**

"The Big Valbowski." Black. 100% Cotton. Sizes: M L XL XXL

**#58005 \$18.00**

**D. *WWE* ATTITUDE DEFINITION T-SHIRT**

Make sure you "Get It!" with the true meaning of Attitude. Black. 100% Cotton. One size fits all.

**#00133 \$25.00**

**E. MR. SOCKO T-SHIRT**

Front: "It's not just a sock..." Back: "It's an adventure. Mr. Socko." Black. 100% Cotton. Sizes: One size fits all.

**#11009 \$25.00**

**F. "NEW!" SEXUAL CHOCOLATE T-SHIRT**

Front: "Sexual Chocolate." Back: Nutritional Facts, "Mark Henry Style." Black. 100% Cotton. One size fits all.

**#69001 \$25.00**

**G. *WWE* ATTITUDE GYM BAG**

Attitude logo screenprinted on side and embroidered on front. Black. 600 denier polyester with mesh backing. Side zip compartment and shoulder strap. Measures: 25" L x 14" H x 11" W

**#00109 \$34.99**

**H. *WWE* ATTITUDE NYLON SHORTS**

Attitude on front. Black nylon mesh. Sizes: M L XL XXL

**#00114 \$22.99**

**I. "NEW!" TESTICULAR FORTITUDE T-SHIRT**

Front: "Testicular Fortitude." Back: "Foley Got It?" Black. 100% Cotton. Sizes: M L XL XXL

**#11012 \$25.00**

**J. *WWE* THE MUSIC, VOLUME 3 CD**

The NEWEST version of the Superstars' original entrance music. Featuring 14 songs.

**#00108 \$14.95**

**K. "NEW!" *WWE* TRAILER PARK TRASH T-SHIRT**

Front: "I'm the biggest piece of trailer park trash!"

Back: "*WWE* I get it." Black. 100% Cotton. One size fits all.

**#00136 \$25.00**

**L. "NEW!" MR. SOCKO SOCK PUPPET**

One word for you: SOCKO!

**#11011 \$10.00**

**M. *WWE* ATTITUDE COLOGNE FOR MEN**

100% Pure Attitude in a bottle. Contains SD alcohol and fragrance. 2fl. oz./60ml. spray.

**#00022 \$19.99**

**N. *WWE* ATTITUDE EAU DE TOILETTE FOR WOMEN**

100% Pure Attitude in a bottle. Contains SD alcohol and fragrance. 2fl. oz./60ml. spray.

**#00023 \$19.99**



D. At·ti·tude

n. 1. A position of the body, or manner of expressive posture, particularly effective with the use of middle fingers or crotch chops. (X Chops) 2. The innate ability to tell the rest of the world to kiss your ~~ass~~ adj. 3. A condition too far over the edge to ever turn back. 4. In your face! 5. To be much too cool to care (inborn desire). 6. The size of your Spaldings. 7. Often ripped off, never duplicated!



E.

IT'S NOT JUST A SOCK...

IT'S AN ADVENTURE

MR. SOCKO

F.

SEXUAL CHOCOLATE

Nutrition Facts	
Serving Size: More than you can handle Calories Per Container: Undefined	
Amount Per Serving	
Calories	You'll work them off % Daily Value*
Total P.H.A.T.	100%
Chocolate	100%
Sexuality	100%
Love	100%
Protein	100g
A balanced diet of adult needs. *Percent Daily Values are based on a 2,000 calorie diet.	
Ingredients: Chocolate, Milk, Honey, Almond, Love and other Natural Products by your PLEASURE!	

ITEMS MAY NOT BE EXACTLY AS DEPICTED.

G.

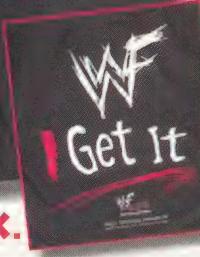


H.



K.

I'M THE BIGGEST PIECE OF TRAILER PARK TRASH!



I.

TESTICULAR FORTITUDE.



L.



M.



**A. STONE COLD GYM BAG**

"Stone Cold's Gym" screenprinted on side and front. Black. 600 denier polyester with mesh backing. Side zipper compartment and shoulder strap. Measures 24" L x 13" H x 12" W.

#13102

\$34.99

**WORLD WRESTLING FEDERATION CHAMPIONSHIP BELTS**

Exact foam replicas of the real thing!  
Each belt is 41" L by 3" W.

**B. Intercontinental Championship Belt**

#00103

\$16.00

**C. Tag Team Championship Belt**

#00104

\$16.00

**D. Heavyweight Championship Belt**

#00102

\$16.00

**E. THE ROCK'S BULL TATTOO T-SHIRT**

Front: Bull Tattoo Logo. Back:  
"Layin' the Smack Down!" Black.  
100% Cotton. One size fits all.

#35004

\$25.00

**F. "NEW!" THE BIG SHOW T-SHIRT**

Front: Gigantic image "The Big Show."  
Back: "It's Show Time!" Black. 100% Cotton.  
Sizes: M L XL XXL.

#70001

\$25.00

**G. HELL YEAH GLASS MUG**

Keep your brew Stone Cold.  
Dishwasher safe.

#13106

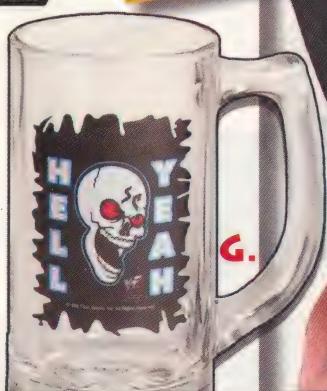
\$10.00

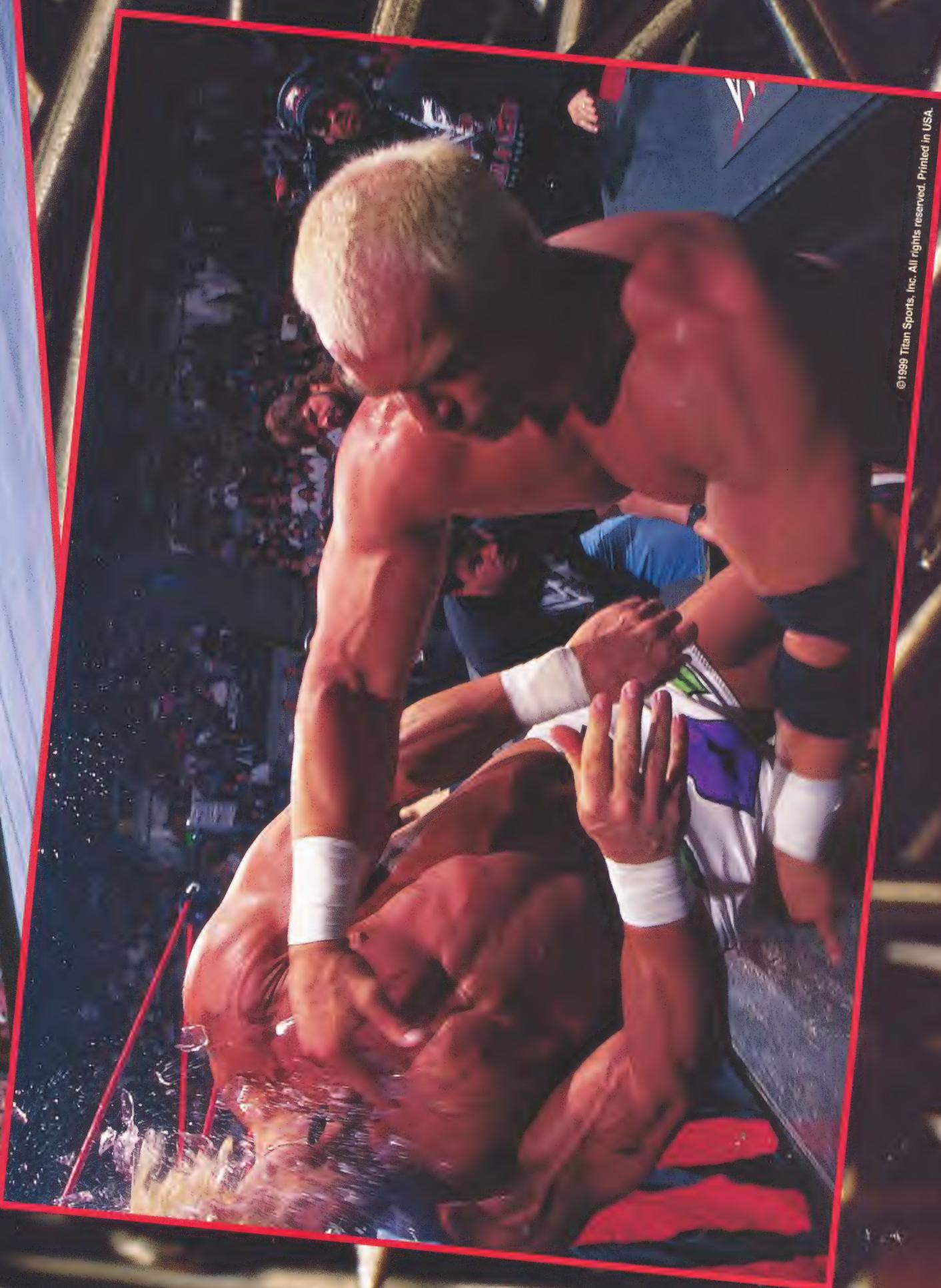
**H. AUSTIN SHOT GLASSES**

Set of four 2 oz. shot glasses, each  
with a different design. Sold as set.

#13100

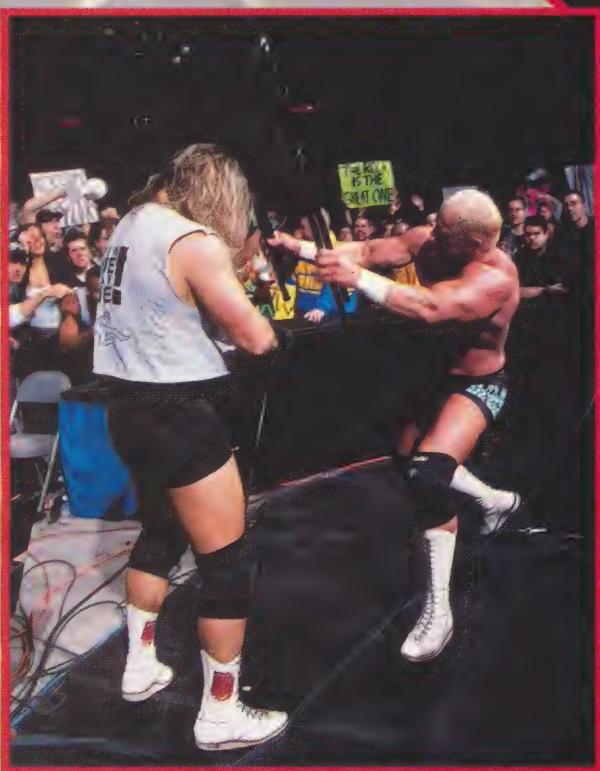
\$12.00



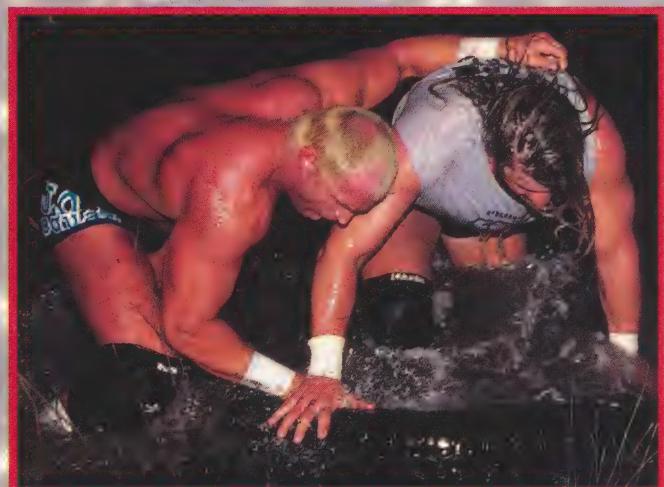


© 1999 Titan Sports, Inc. All rights reserved. Printed in USA.

## C A R E E R   H I G H L I G H T S



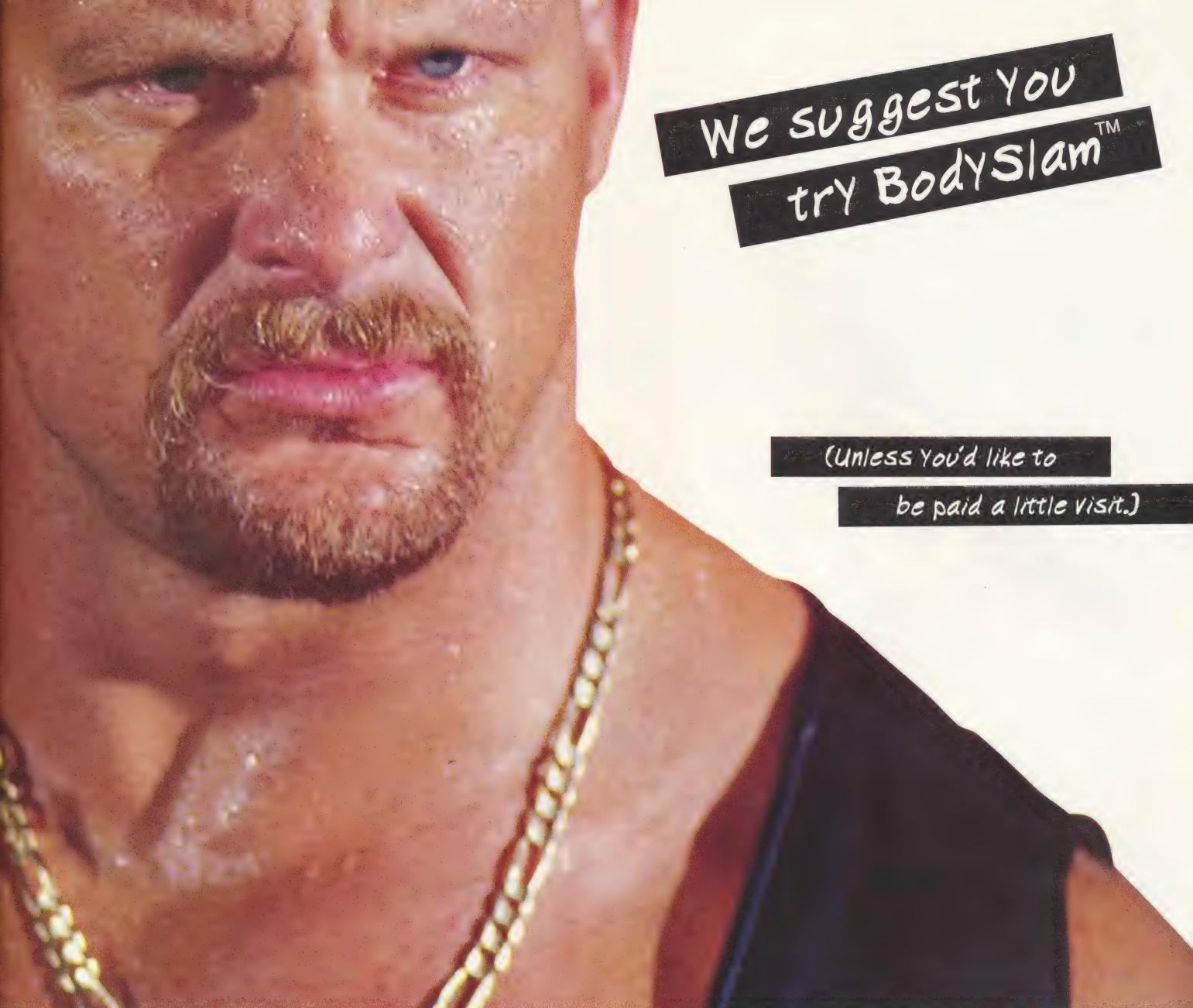
While fellow J.O.B. Squad member Al Snow was literally beating himself up on *Raw Is War*, Bob Holly decided to come down to the ring and stop the self-inflicted carnage. When he received a punch in the mouth for his troubles, Holly struck back. The unsanctioned Hardcore Match gave Holly his first taste of the Hardcore life he now lives.



No flowers or candy were exchanged on Valentine's Day when the self-dubbed Hardcore Holly met Al Snow for the vacant Hardcore Championship. The battle began inside Memphis, Tennessee's Pyramid, but ended on the banks of the Mississippi River with Holly scoring the win and earning his first singles title in the World Wrestling Federation.



The brutal world of the Hardcore division took center stage at WrestleMania XV when B.A. Billy Gunn defended the Hardcore Championship against Snow and Hardcore Holly. Despite losing the championship to Gunn one week earlier, Holly wisely took advantage of Gunn's finishing maneuver to pin Al Snow and claim his second Hardcore title.



We suggest you  
try BodySlam™

(Unless you'd like to

be paid a little visit.)

Meet Stone Cold Steve Austin. The meanest, baddest, toughest of them all. Now imagine telling Mr. Austin You haven't tried BodySlam. Imagine saying, "I haven't tried any of the flavors, sir. No Piledriver Punch, or Backbreaker Blue or Dropkick Orange." Imagine telling him You haven't collected the bottles or caps.

Imagine how angry he might get, how much he might hurt

You. Not that he would. Hurt someone? No,

not Stone Cold, never. Don't give it another thought.

Really. Just try BodySlam for its thirst-slammng great taste. But do it today, okay? Because Stone Cold isn't real patient.



Daily's BodySlam. The drink with attitude.

DAILY JUICE PRODUCTS, A DIVISION OF AMERICAN BEVERAGE CORP.  
ONE DAILY WAY VERONA, PA 15147 ©1999 TITAN SPORTS, INC. ALL RIGHTS RESERVED

MANUFACTURER'S COUPON EXPIRES 3/31/00

**BODYSLAM™** 25¢ off  
A SIX PACK OR 4-20 oz BOTTLES  
THE DRINK WITH ATTITUDE

Coupon Not Subject To Doubling

RETAILER: Daily's will pay you the face value of this coupon plus \$.08 handling, provided you received it from a customer purchasing the product specified. Any other use constitutes fraud. Evidence of sufficient purchase may be required. Customer must pay taxes. Void if not presented as indicated or where taxed or prohibited. Limit one coupon per purchase. Not valid with any other offer. Cash value 1/20. Mail to: Daily Juice Products, CRC Dept. 310, 6633 North Mesa, Suite 601, El Paso, Texas 79912-4435.



ATTITUDE



5 74806 81125 7 (8101)0 18002 03001

D A L Y ' S

On Sale

6.22.99

Stone Cold Steve Austin  
**Special Collector's**

Issue

100%

Pure Whoop-@#S

100%

Pure Austin



ATTITUDE™

Get It!

All-new specialty matches like  
Lumberjack and King Of The Ring.

Wrestle your way to the title in  
all-new Career Mode.

First ever create your own  
Pay-Per-View Mode!

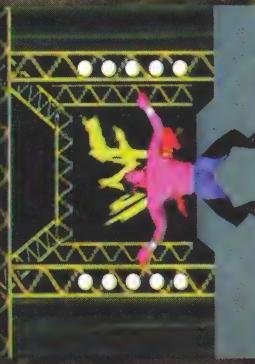
Authentic ring entrances for over  
40 WWF Superstars!

ACCLAIM  
SPORTS

[www.acclaimssports.com](http://www.acclaimssports.com)



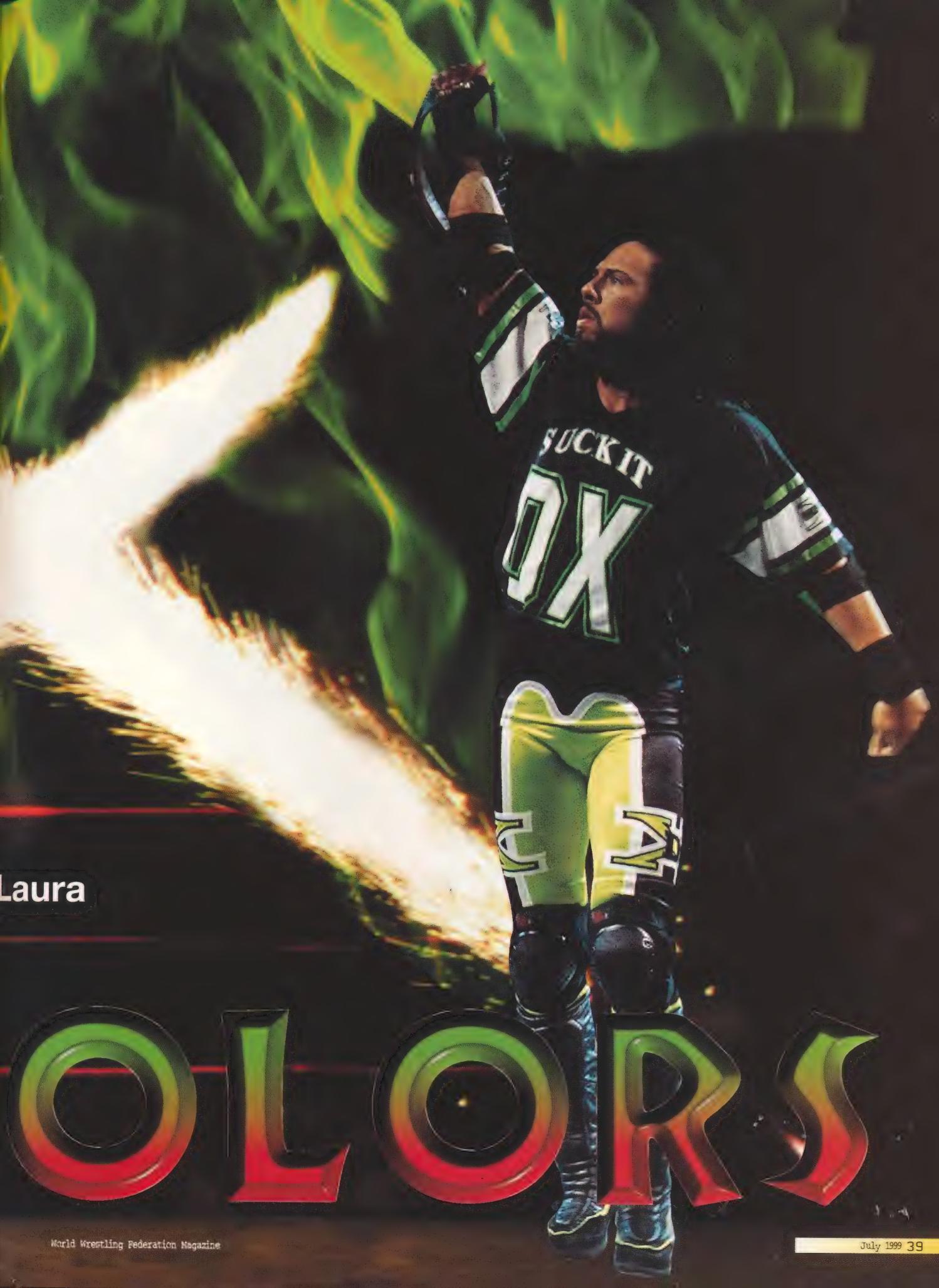
[www.wwf.com](http://www.wwf.com)



© 1999 Titan Sports, Inc. © 1999 Titan Sports, Inc. All rights reserved. "World Wrestling Federation" and "Attitude" are trademarks of Titan Sports, Inc. © 1999 Titan Sports, Inc. All rights reserved. "NINTENDO 64", "Game Boy Color" and the "NINTENDO" logo are registered trademarks of Nintendo of America Inc. "PlayStation" and the "PlayStation" logo are registered trademarks of Sony Computer Entertainment Inc. Acclaim is a division of Midway Games, Inc. All Rights Reserved. Screen shots shown were taken from the NINTENDO 64 version of the WWF video game.



TRUE



Laura

COLORS

**T**rust and betrayal, like love and hate, are two polar emotions that are all too often intricately interwoven. And no one knows this better than Kane.

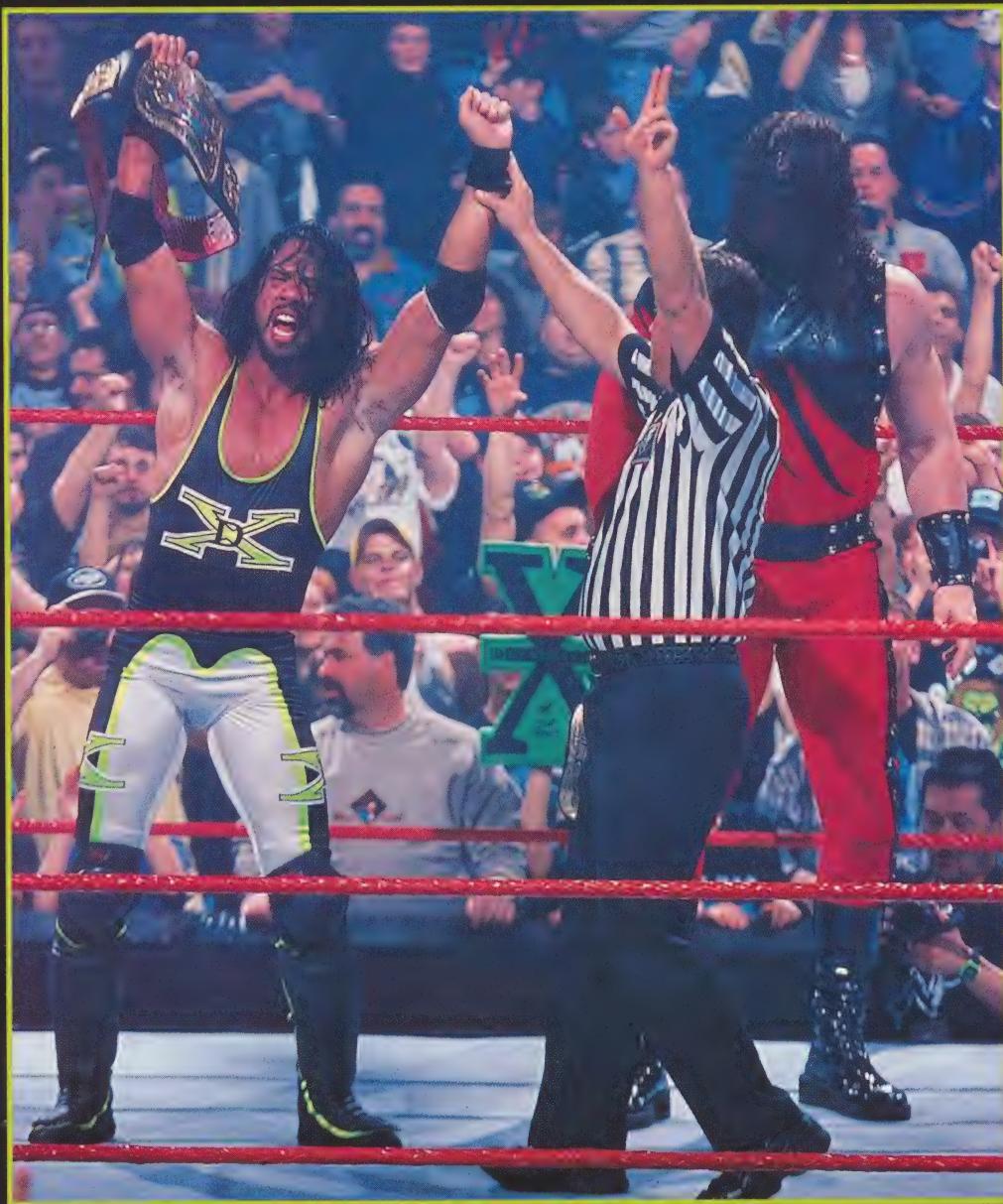
Kane is perhaps one of the most misunderstood superstars in the Federation. Regarded as a "retard" or a sociopath, he is believed to have no cognitive or conscientious abilities. However, the reality is that Kane is a survivor—a survivor of a deprived, depraved and tragic upbringing.

Kane has tasted the bitter seed of betrayal from an early age—a seed planted by the most influential force in a person's life—family. It is family that teaches the most basic of human behaviors and interactions—

how to communicate, to trust and to love. The family is a haven in a heartless world—the place not only where material support is granted, but so are affection, love and security. To be born to a bereft background can almost guarantee irrevocable damage to the psychological development of an individual. Burned in a fire set by his own brother, the Undertaker, and exiled to a cold, dark basement for years by his father, Paul Bearer, Kane has endured injuries of the most detrimental kind. And his physical scars pale in comparison to the emotional ones he bears.

Dissociative, violent, appearing mentally "slow," Kane is the epitome of a survivor of extreme abuse.

Because trust was so damaged at such an early age, it would take a miracle to reach the heart of Kane. It had appeared as if there indeed was someone finally able to tap into the Big Red Machine's inner world and teach him to trust once again—Chyna. Her maternal hand was there to guide Kane after he was ostracized from the Corporation. However, her protective hand concealed a back-stabbing blade—one she did not hesitate to use at



WrestleMania XV, joining forces once again with Triple H. While betrayal was nothing new to Kane, he was still devastated by his Jezebel. This deception had to be the last straw. Was it the final betrayal to close Kane off to the world forever? Perhaps X-Pac can best answer that question.

Granted, X-Pac has not endured the extent of abuse and betrayal

that Kane has—yet he is perhaps the one who can most closely identify with Kane's tragic life. Having been an outcast himself—battling a drug addiction—X-Pac knows what it's like to be on the outside looking in. Dumped via Fed Ex by his former employer, deceived and conspired against by Triple H, and stabbed in the back by Chyna—for whom he had maternal regard—all qualify X-Pac. However, can X-Pac convince Kane that he not only understands the Big Red Machine, but that he is also a trustworthy ally?

Due to booking and not affinity, X-Pac and Kane have been thrown together and have prevailed as the Federation Tag Team Champions, beating Owen Hart and Jeff Jarrett—even the New Age Outlaws. And when the two work together, they have achieved some amazing feats.

"As long as he keeps being there when the time is right, there is NOBODY that can beat us—NOBODY," X-Pac declared in the ring during a recent RAW.

But is Kane just a rebound partner for X-Pac—a last resort, a substitute, someone to fill the void



DX has created? There is the possibility that Kane will again be abandoned once X-Pac heals his own wounds... or is the Bronco Buster truly vested in this new relationship for the long term?

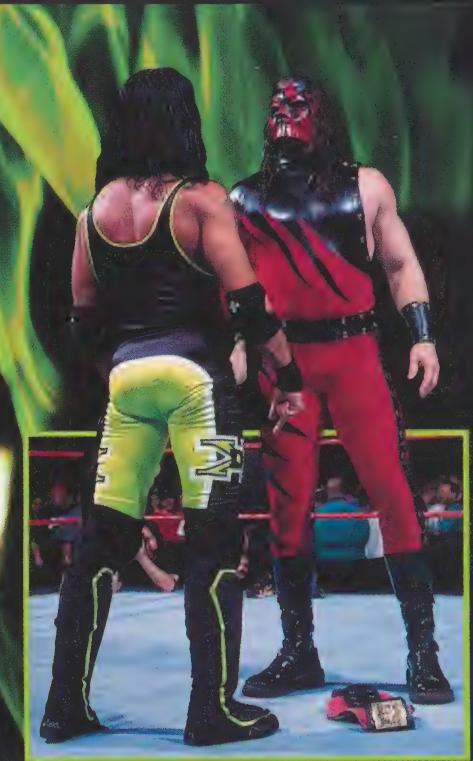
If X-Pac is serious about his newfound alliance with Kane, will he be able to convince the Big Red Machine to change his colors? Can he persuade Kane to trust once more—that the DX green will not

only have financial significance but familial significance as well?

Trust: faith in the character, ability, strength or truth of another—something Kane has never known.

Betrayal: to be led astray, seduced, to be deserted especially in dire times—something Kane knows better than the back of his hand.

Can X-Pac change Kane's colors, or has too much damage already been done? WF



**SHINES  
LONGER.  
PROTECTS  
BETTER.**



**Introducing  
Armor All® Car Wax**

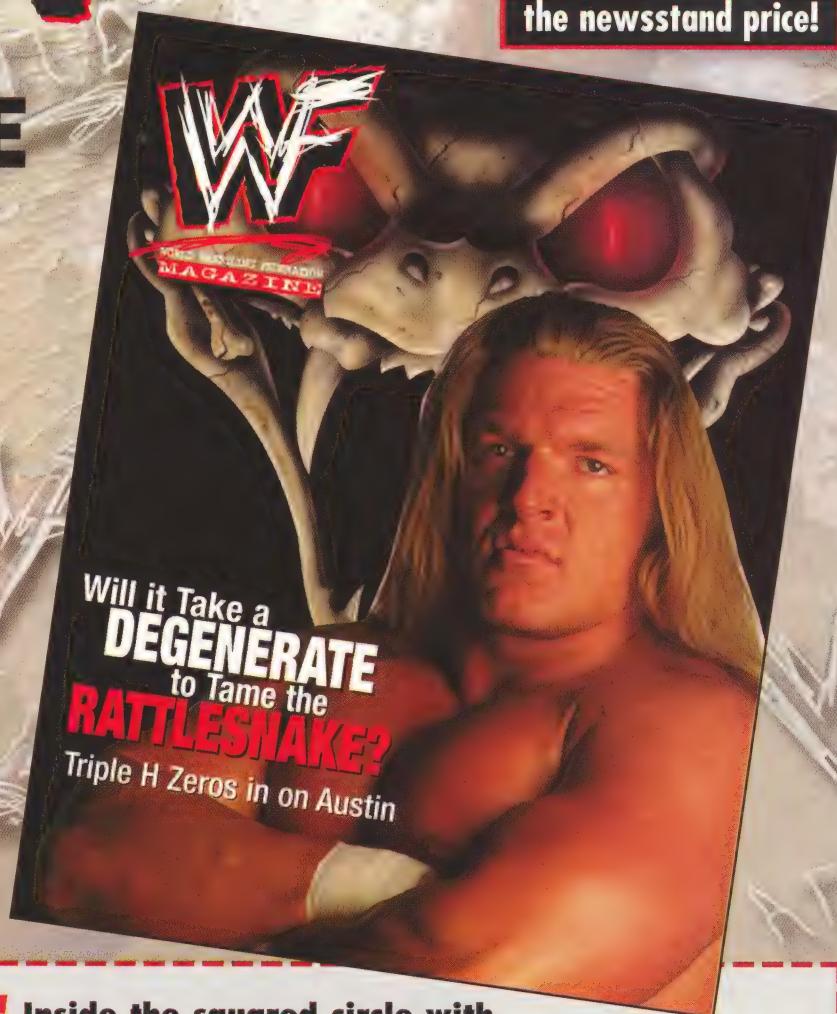
Shines longer than the leading liquid. Protects better than any leading car wax.

©1999 The Armor All Products Corp.

# SUBSCRIBE NOW!

TO **WF** MAGAZINE

- Stimulating facts, figures and scoops about the World Wrestling Federation® Superstars.
- Action-packed color photos and pin-ups.
- Exclusive previews, profiles and results of matches and events.
- In-depth stories and interviews with your favorite wrestling heroes.
- Not to mention a full-color pull-out poster in every issue—only if you subscribe now!



**I'M GOIN' IN!** Inside the squared circle with the **WORLD WRESTLING FEDERATION MAGAZINE**.

Send me:

- 24 issues just \$35.00 (It's like getting 14 issues **FREE!**)  
 12 issues just \$19.97 (That's six issues **FREE!**)

Name (please print)

Date of Birth

Address

Apt. No.

City

State

Zip

Send payment to: WORLD WRESTLING FEDERATION, P.O. Box 485, Mount Morris, IL 61054-8393  
Basic U.S. subscription rate is 12 issues/\$24.00, 24 issues/\$35.00, single copy price \$3.99.  
Allow 4-6 weeks for delivery. U.S. funds only. No foreign credit orders.

Return this coupon or call:

740-375-2321

WORLD WRESTLING FEDERATION  
MAGAZINE



# ATTITUDE



## HappyKids

CHILDREN'S MASTER APPAREL LICENSEE

HOME OF THE SUPERSTARS OF THE  
WORLD WRESTLING FEDERATION®

SELECTIONS AVAILABLE EXCLUSIVELY AT SEARS

© 1999 TITAN SPORTS, INC. ALL RIGHTS RESERVED.

# WWF BACKLASH

presented by

castrol  
GTX

April 25, 1999  
Providence Civic Center  
Providence, Rhode Island

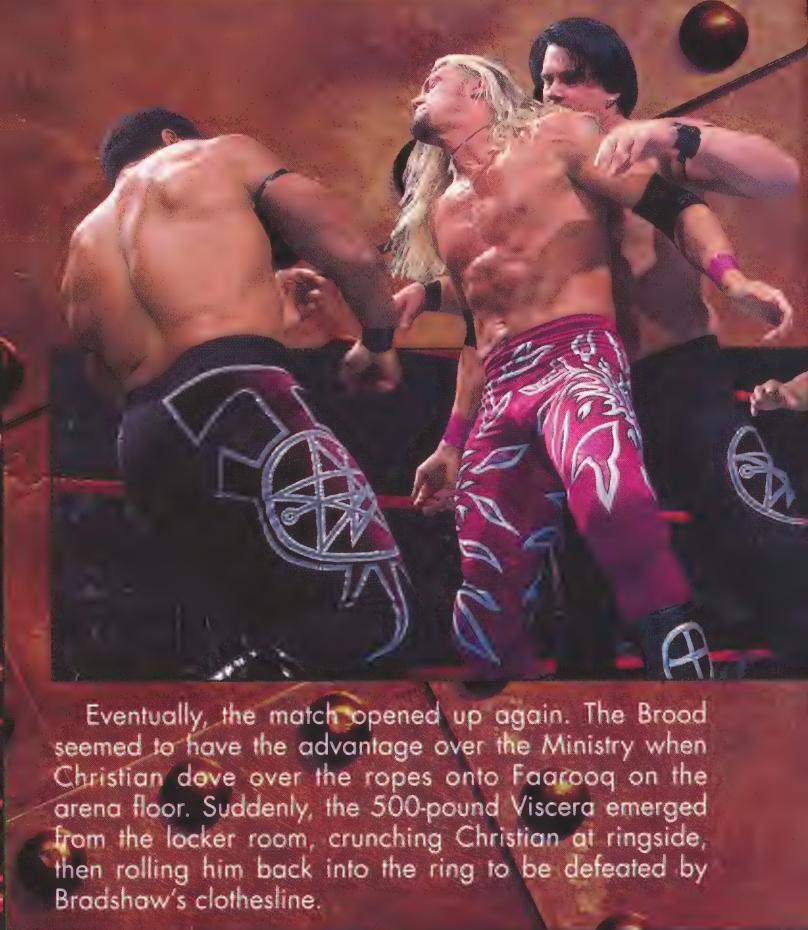
By Keith Elliot Greenberg



This was a demonic family feud. The Brood—Christian, Gangrel\* and Edge—had recently splintered from the Undertaker's Ministry of Darkness, represented in this match by Midian and the Acolytes—Faarooq and Bradshaw.

Christian, whose less than admirable win:loss record had resulted in his banishment from the cabal, was bent on turning over a fresh page, hurting Midian with a spinning heel kick. The rest of the Brood were just as effective. When Faarooq attempted a fall away slam on Gangrel, Edge interrupted the maneuver by drop-kicking his rival. But Edge soon found himself simultaneously victimized by all three adversaries.

## The Brood vs. Midian & The Acolytes



Eventually, the match opened up again. The Brood seemed to have the advantage over the Ministry when Christian dove over the ropes onto Faarooq on the arena floor. Suddenly, the 500-pound Viscera emerged from the locker room, crunching Christian at ringside, then rolling him back into the ring to be defeated by Bradshaw's clothesline.



\*Gangrel created by White Wolf, Inc. Gangrel is a trademark of White Wolf, Inc. All rights reserved.

## Hardcore Championship Match: Hardcore Holly [Champion] vs. Al Snow with Head

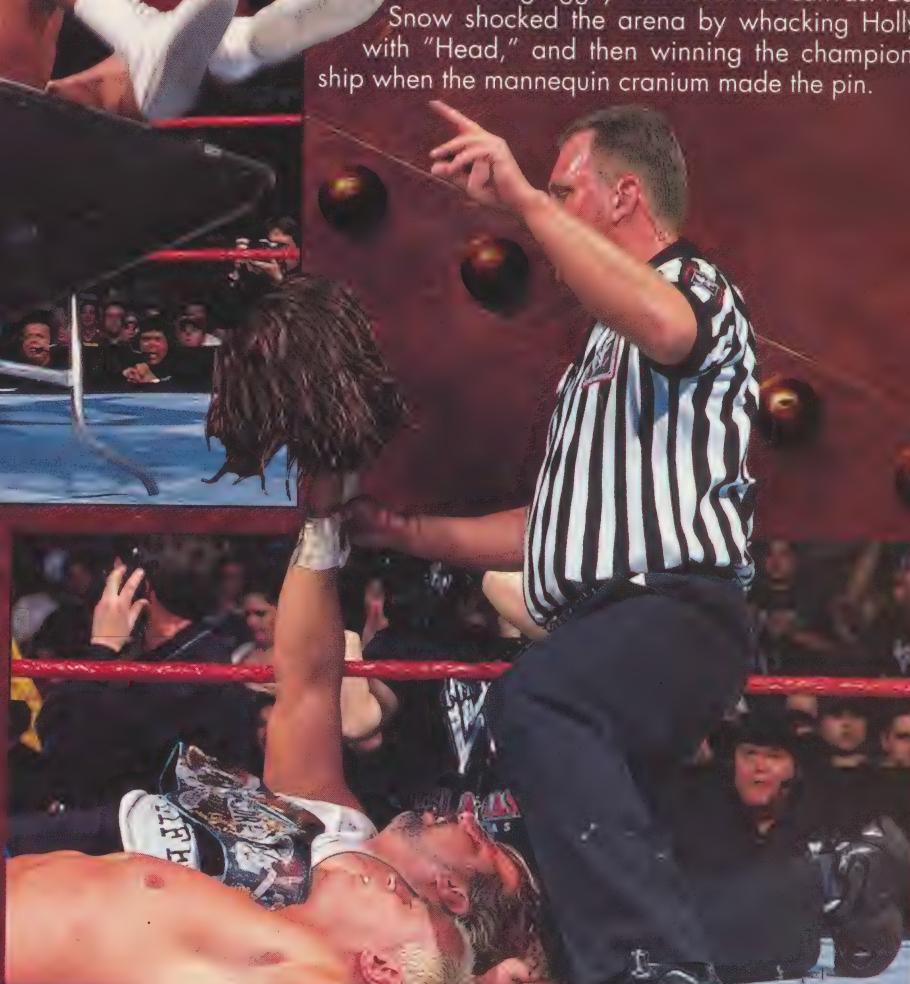


steps into a dumpster—and then dove on top. The referee even climbed in the trash container to follow the action.

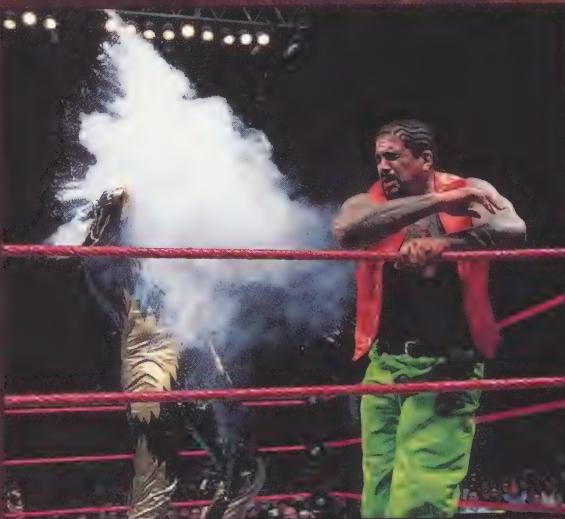
Eventually, the pair ended up in the satellite uplink truck, tumbling out of the technical unit onto a car parked nearby. Returning to the arena, Snow sprawled Holly on a table set up in the ring, but was clonked with a frying pan while trying to dive from the top rope. Holly superplexed his opponent onto the table, breaking it in half. Both groggily rose from the canvas. But Snow shocked the arena by whacking Holly with "Head," and then winning the championship when the mannequin cranium made the pin.

Within seconds of the opening bell, Snow was opened up by his opponent's shots. But the injury only seemed to turn Snow on, as he moonsaulted onto Holly on the arena floor and repeatedly bashed him with a hockey stick.

Snow next smashed his rival with a metal cookie sheet. Holly reversed a suplex in the aisle and attempted to assault Snow with a porcelain kitchen sink in the locker room area. Outside the building, Holly tossed Snow off the arena



## Intercontinental Championship Match: The Godfather [Champion] vs. Goldust with The Blue Meanie



The Meanie rushed in but Goldust attacked his ally, believing he was the Intercontinental Champ. Amused, the Godfather watched his two enemies debilitate each other. Then he stepped forward to win the match with a Pimp Drop.



The Godfather brought five "hos" along for inspiration, while the Blue Meanie offered Goldust moral support, periodically calling him "Mommy." After suffering some early embarrassment, Goldust took the lead when the Meanie tripped the Intercontinental Champ and pounded him outside the ring.

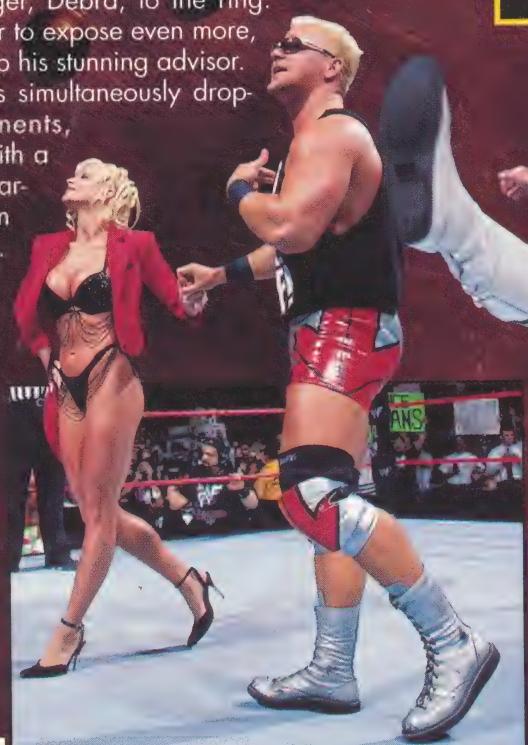
The Godfather soon blinded his foe with a handful of powder.

In this battle for the number one contender's spot for the Federation Tag Team Championship, Hart and Jarrett immediately distracted the Outlaws—Badd Ass Billy Gunn and the Road Dogg Jesse James—by escorting their scantily clad manager, Debra, to the ring.

Debra seemed eager to expose even more, but Jarrett covered up his stunning advisor.

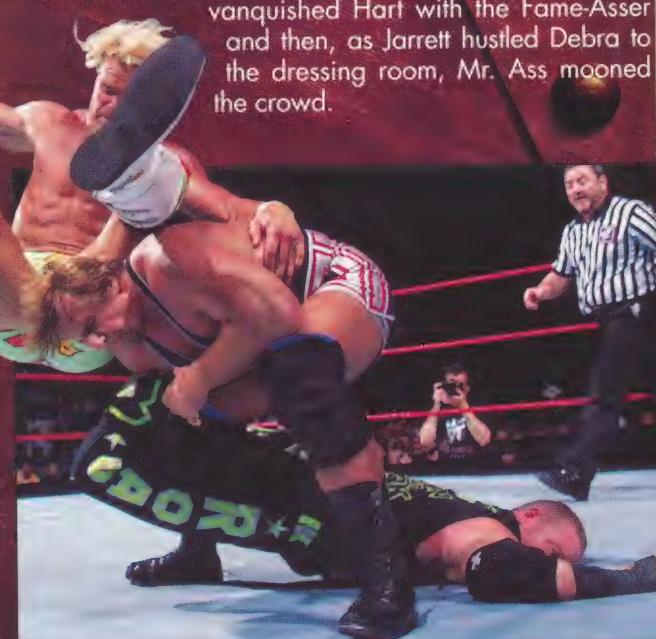
After the Outlaws simultaneously drop-kicked their opponents, Hart hit the Dogg with a crescent kick, and Jarrett dropkicked him outside the ring. Back in the squared circle, Jesse fell victim to a spinning heel kick from Hart and a powerslam from Jarrett.

The match soon degenerated into a four-way brawl. Gunn delivered a running clothesline to Jarrett, forcing both of them to roll

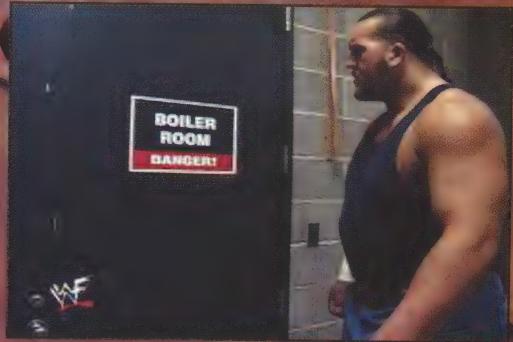


## New Age Outlaws vs. Owen Hart & Jeff Jarrett with Debra

over the top rope, while the Dogg harmed Owen with a pump handle slam. The ending came when Gunn vanquished Hart with the Fame-Asser and then, as Jarrett hustled Debra to the dressing room, Mr. Ass moaned the crowd.



## Boiler Room Brawl: Mankind vs. The Big Show



Outmatched by the monstrous Paul Wight, Mankind slammed a door into the Big Show's ribs, and then repeatedly smashed the 500-pounder with pieces of sheet rock. The Big Show's response? Jamming Mankind into a shopping cart and pushing him into a wall.

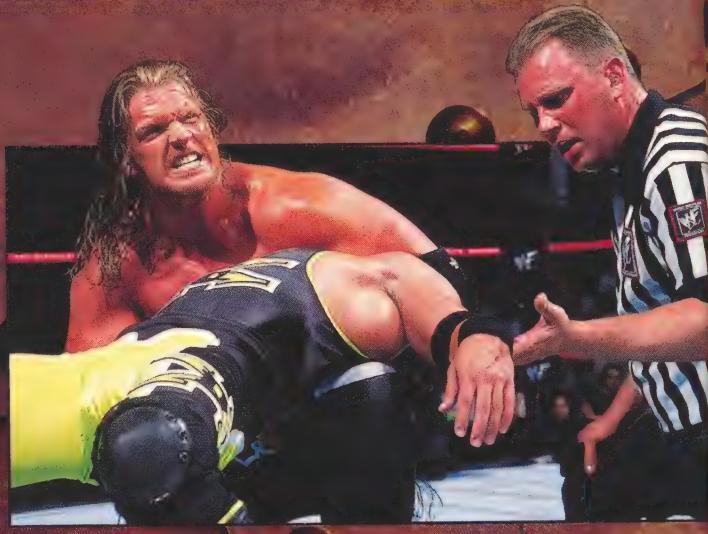
Refusing to quit, Mankind bashed a plate-glass window over his opponent's head and scaled a ladder to dive onto the Big Show. Before Mankind could make the leap, Wight reached up and chokeslammed his foe through a mix of tables and glass. But Mankind burst open a pipe, blasting his opponent with a faceful of steam.

After hurling the giant into a collection of pipes, Mankind won the blood bath by being the first man to leave the chamber. But he was swiftly attacked by the Big Boss Man and Test from Shane McMahon's Corporation. Apparently, the Big Show—a former Corporation member—didn't appreciate the assistance. He pounded on the Boss Man, while Mankind slipped on Socko and tortured Test with the Mandible Claw.



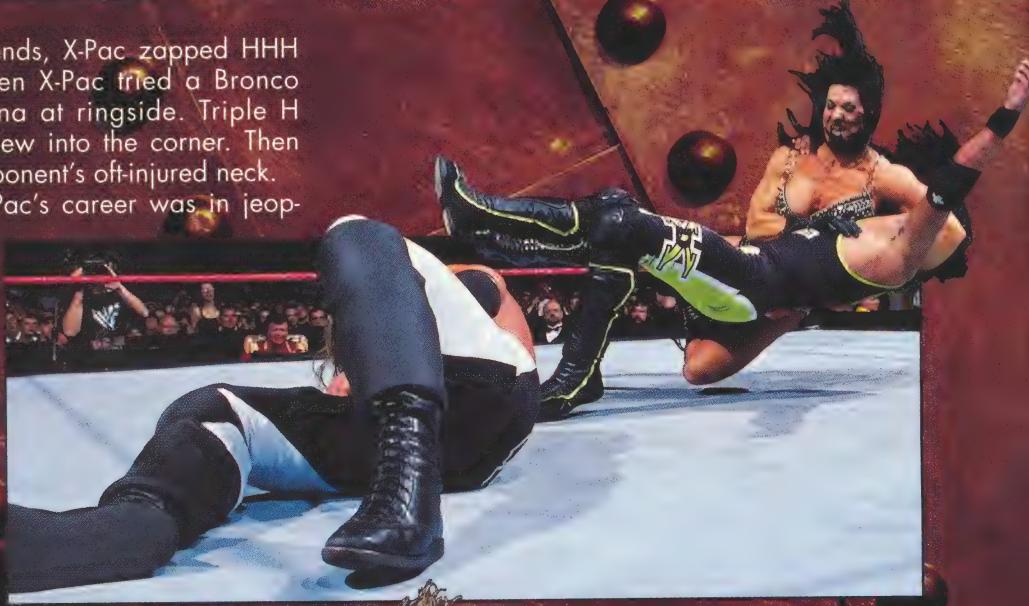


## X-Pac vs. Triple H with Chyna



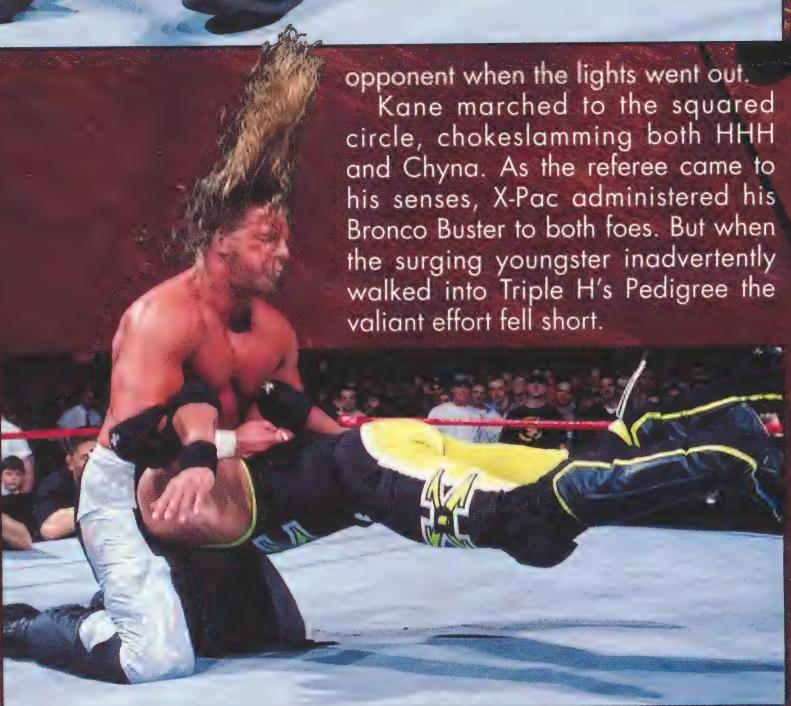
In this war between former best friends, X-Pac zapped HHH with a spinning heel kick. But when X-Pac tried a Bronco Buster, he was distracted by Chyna at ringside. Triple H slipped out of the way, while X-Pac flew into the corner. Then Triple H stomped and wrenched his opponent's oft-injured neck.

Ringside observers worried that X-Pac's career was in jeopardy. The concerns only intensified when Chyna hoisted up X-Pac and dropped his chin on the ringside barrier. Amazingly, X-Pac fought back with a roundhouse heel kick, propped Triple H on the ropes and executed a swinging DDT. But X-Pac accidentally KOed the referee when he tried a dropkick. Chyna stepped through the ropes to savage her charge's



opponent when the lights went out.

Kane marched to the squared circle, chokeslamming both HHH and Chyna. As the referee came to his senses, X-Pac administered his Bronco Buster to both foes. But when the surging youngster inadvertently walked into Triple H's Pedigree the valiant effort fell short.



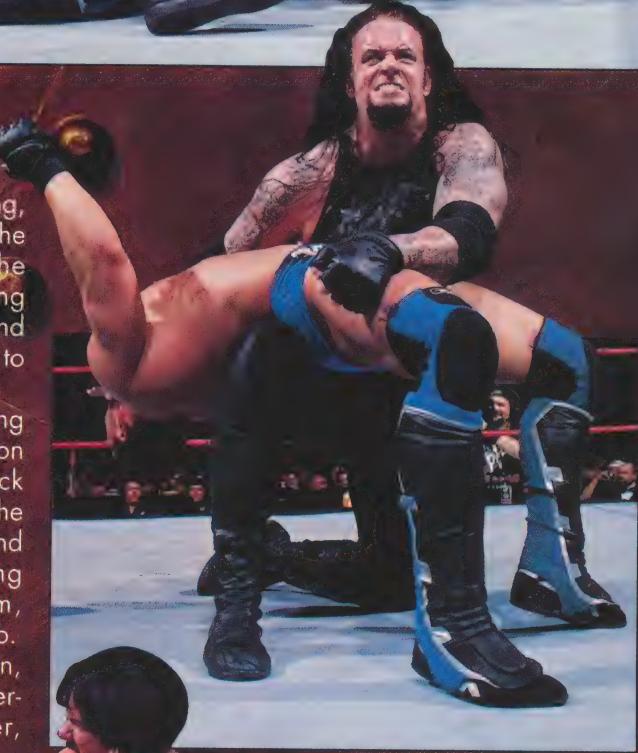
## Ken Shamrock vs. The Undertaker with Paul Bearer



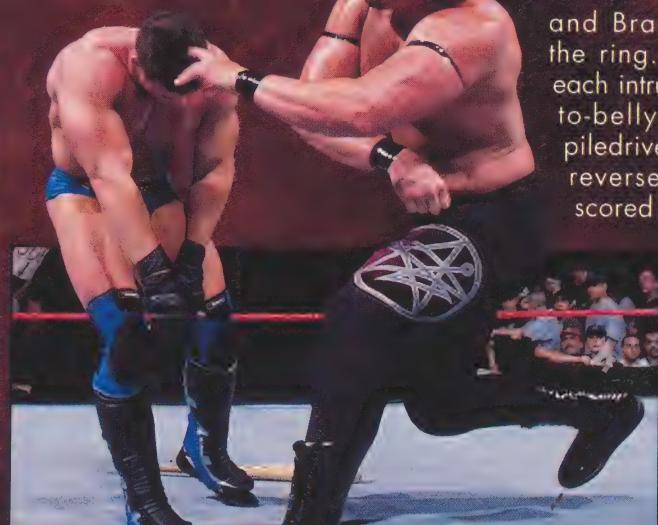
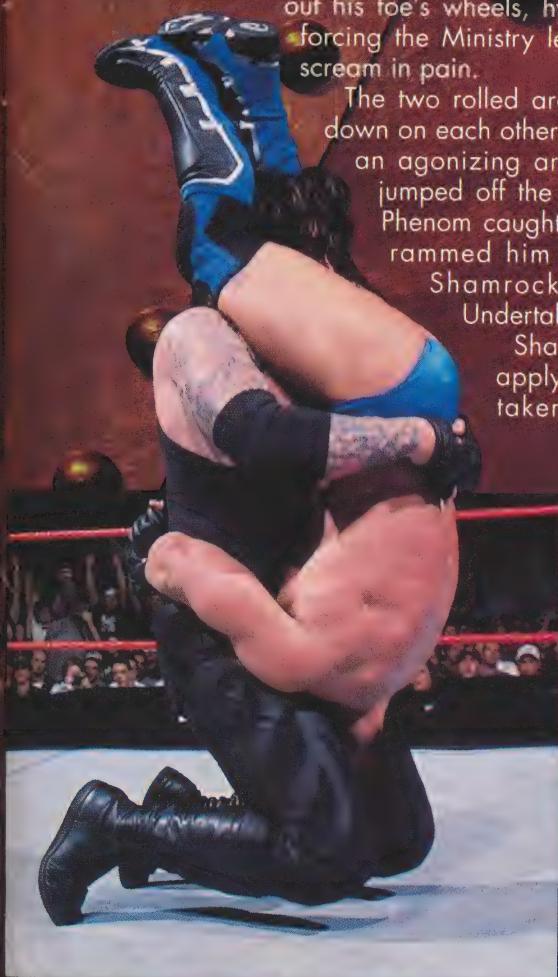
The World's Most Dangerous Man came to the ring fuming, as a result of his sister's abduction and sacrifice by the Man from the Dark Side. Kicking at the back of the Undertaker's legs, the former Ultimate Fighter tried taking out his foe's wheels, hyperextending his knee and forcing the Ministry leader uncharacteristically to scream in pain.

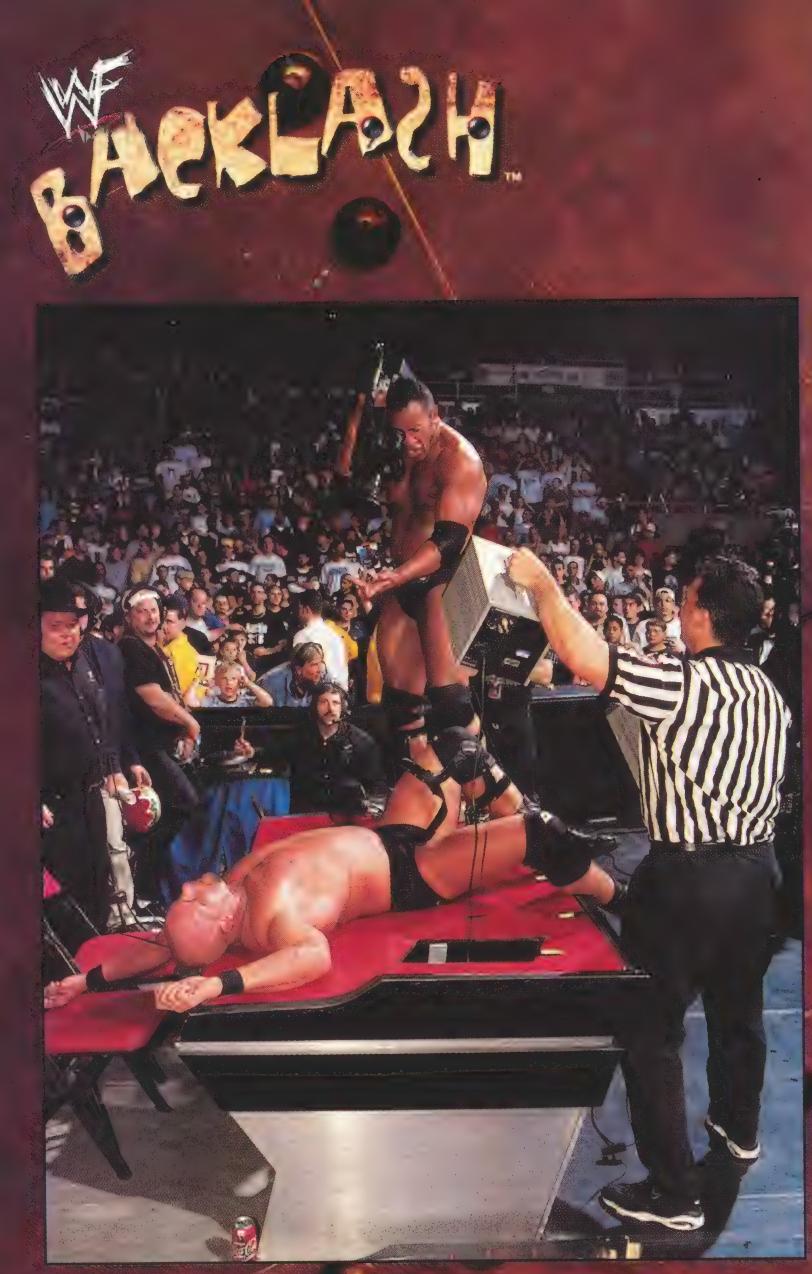
The two rolled around on the mat, punching down on each other, until Shamrock clamped on an agonizing armbar. But when Shamrock jumped off the apron at his opponent, the Phenom caught his foe in a bear hug and rammed him into the ring post. Using Shamrock's strategy against him, Undertaker tried a half-Boston crab.

Shamrock got the edge again, applying the ankle lock. Undertaker's manager, Paul Bearer,



and Bradshaw both stormed the ring. Shamrock overcame each intrusion, executed a belly-to-belly suplex and tried a piledriver. But the Undertaker reversed the maneuver and scored the win with a Tombstone. After the bell, Bradshaw pounced on the vulnerable Shamrock, executing a powerbomb and choking him out with a baseball bat.





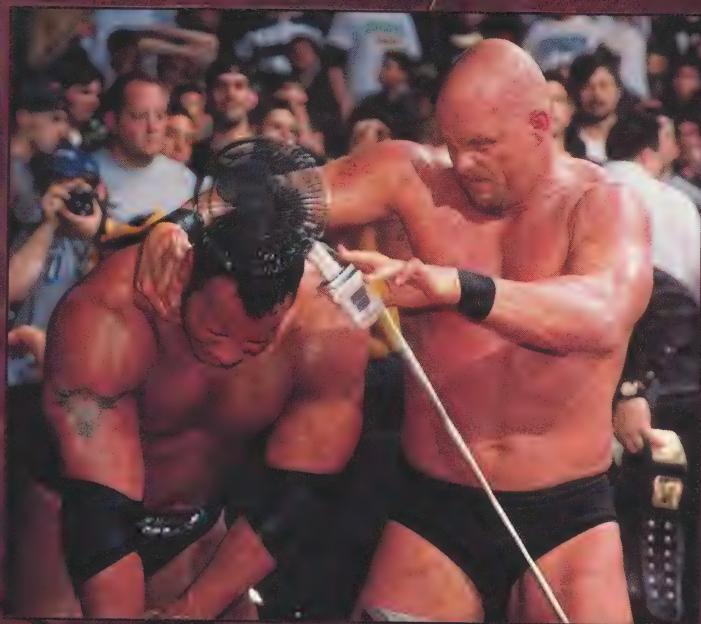
# World Wrestling Federation Championship: Stone Cold Steve Austin [Champion] vs. The Rock

## Special Referee: Shane McMahon

Special referee Shane McMahon swore on the memory of his grandfather, Vincent J. McMahon, that he would call the match down the middle. In turn, Austin was told that if he harmed the official, The Rock would automatically win the title.

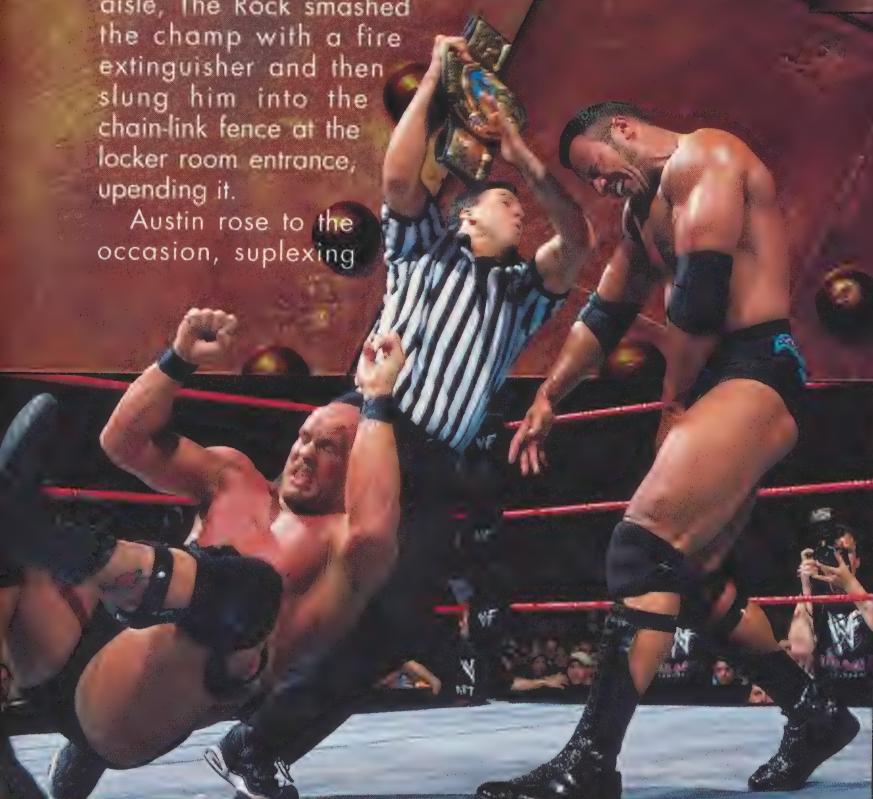
On Shane's orders, Austin's custom-made "Smoking Skull" Championship belt was carried back to the younger McMahon's office, while the two gladiators tore into each other between the ropes. In the aisle, The Rock smashed the champ with a fire extinguisher and then slung him into the chain-link fence at the locker room entrance, upending it.

Austin rose to the occasion, suplexing



tion, where the number one contender delivered a Rock Bottom through the table. A short time later, Rock placed a hand-held camera on his shoulder and dove onto Austin as he was lying on the English language announce table.

In the ring Austin tried a Stone Cold Stunner, but he was pushed into Shane. Violating his pledge of objectivity, the younger McMahon lunged at Austin with the official World Wrestling Federation Championship belt, hitting The Rock when the Rattlesnake slipped out of the way. The challenger tried covering his foe, but Austin kicked out and Shane fled. In the aisle, none other than Federation owner Vince McMahon clocked Shane with Austin's custom-made belt. Referee Earl Hebner scrambled to the ring and when Austin defeated The Rock with the Stunner, McMahon gave his old nemesis the championship. W



The Rock on the arena floor, whipping him into another chain-link fence—also toppling it—and running him over with a cart. In the ring, Shane tried scolding Austin. But the titlist ignored the special ref, clotheslined the challenger out of the ring and executed a second clothesline from the apron. The battle proceeded to the Spanish language announcer's posi-

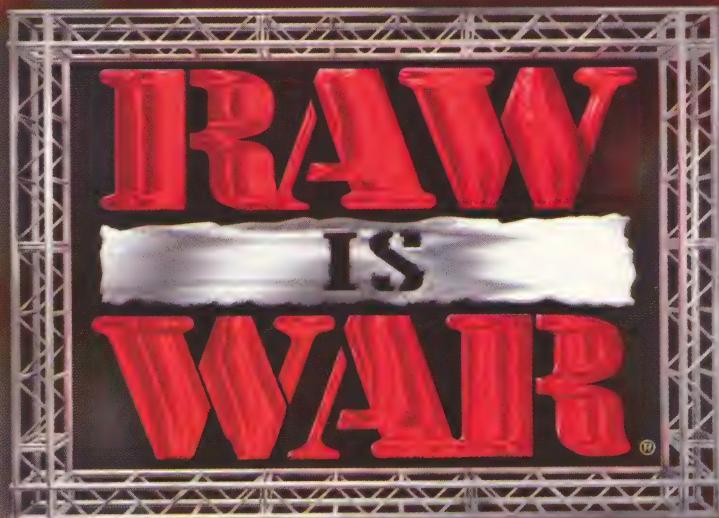


**It's like Armageddon every #@\$% week!**

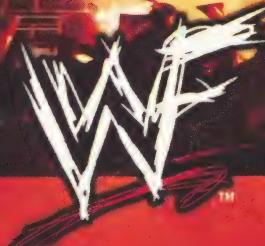


SUNDAY NIGHT HEAT™

SUNDAYS 7PM ET / 6PM CT



MONDAYS / 9PM ET / 8PM CT



Watch it EXPLODE on



52 watts

remote

JVC  
**kaboom!** box

So LOUD it HURTS!

guitar jack

dual subs



www.jvc.com

1700 Valley Road Wayne, NJ 07470 www.jvc.com

**JVC**



# BARRED FROM the BACK

**A**ll in good fun?...

The one-time playful rivalry between MANKIND and AL SNOW is no longer funny to either man. It seems that the cheap shots each has suffered at the hands of the other have taken their toll on what was once a solid friendship. There are rumors floating around now that this backstage rivalry may be brought to television, Hardcore-style.

First, a little background, as I, the INFORMER, know it... Mick and Al traveled together when Snow returned to the World Wrestling Federation in 1998. As a way to pass the long hours in the car, riding partners will verbally spar and Foley and Snow are no different. Once they made it to the building, each would claim victory in the "put down" department to others in the locker room. Over time, Mankind began to amass a group of "cronies," as Al refers to them. Whether they were funny or not, these locker room "cronies" laughed at every Mankind joke and purposely yawned at every Snow offering. Sides were drawn in this comedic battle, but it was all in good fun.

During a Hardcore incident on Raw March 1 from Cleveland's Gund Arena, Al Snow was brutally beaten with a chair. Conventional wisdom suggested that Al stay down after the first shot, but Snow's desire to show his toughness (or insanity?) made him get up. After the fourth one, Al finally stayed down and sustained a concussion in the process. This rubbed some in the locker room and

in the front office the wrong way, especially Mankind. Remember it was Mick who had been hit with a chair 12 times at the Royal Rumble only five weeks earlier. If anyone was going to have the patent on self-destruction, it appeared that it would be Mick Foley. Was Al wrong for doing what he did or did he simply step on Mankind's toes? Regardless, Al was apparently in the doghouse with the front office again.

In time, heat with the office dissipates naturally. However, Al felt that Mick was causing it to linger by making references to it behind the scenes and on TV. Mick felt this was nothing more than the harmless ribbing he and Al had traded for nearly a year. Tension was beginning to build and it boiled over in April at the party celebrating Mr. Socko's birth. Instead of possibly giving credit to the man who suggested to Mankind that he use a sock puppet to cheer the ailing Mr. McMahon, Mick used the Socko party to lob another salvo at Al regarding the chair incident, which Al hoped had been forgotten about.

The following night on RAW, Al wrongfully took away from a Hardcore match involving Hardcore Holly and D'Lo Brown to try to even the score with Mick while appearing on commentary. The two haven't been the same since. The friendship is tainted and they don't even ride together anymore. We're not talking about another "Bret-Shawn" deal, but feelings have definitely been injured. Would either be interested in settling this score, which is really about respect, in the ring?

According to numerous anonymous sources, the offer is going to be made at some point to let these two have at it in a match, more than likely with Hardcore rules in effect. In the words of Vince McMahon: "Respect has to be earned."

#### FROM OTHER SOURCES...

How long will THE BIG SHOW patiently wait for STONE COLD to give him a crack at the World Wrestling Federation Championship? One source suggests that it may not be the heat of summer that's making The Big Show hot under the collar!... Will the World Wrestling Federation lend financial support to an ailing company? Contrary to some reports, apparently not. However, will Titan assist an upstart promotion with Southern ties? Stay tuned... Speaking of spreading wings, I hear Puerto Rico is nice this time of year... Rumor has it that KANE may go under the knife later this year and have a vocal enhancer surgically implanted. Just when PAMELA LEE has her implants removed!... Until next month... this has been... the INFORMER!



**STAR WARS**  
—EPISODE I—  
**RACER**



Strap yourself in

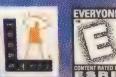


for high-speed racing



STAR WARS style.

Two engines.  
One champion.  
No limits.



Lucasfilm Ltd. & TM. All rights reserved. Used under authorization.  
The "N" logo is a trademark of Nintendo of America Inc. ©1999 Nintendo of America Inc. [www.nintendo.com](http://www.nintendo.com)  
Game and System sold separately.





By Lucas

# The Thorn in Pete Rose's Side

**T**hroughout most of the 1970s, Pete Rose was the heart and soul of the Cincinnati Reds. Along with legendary players Johnny Bench, Joe Morgan and Tony Perez, Rose led the Reds to six division championships, four pennants and two World Series titles in the decade. This dynasty, known throughout the world as the "Big Red Machine," will be remembered as one of the most dominating forces in the history of baseball.

Now there is a new "Big Red Machine" striking fear in his opponents. Kane. Since entering the World Wrestling Federation, the seven-foot monster has dominated anyone who's had the misfortune to get in his way—and that includes Pete Rose.

At WrestleMania XIV Rose was on hand to serve as a guest ring announcer. However, he took advantage of his time in the spotlight by gloating over the success his Reds had at the hands of the hometown Boston Red Sox. With the crowd egging him on, Kane put an end to the non-comical routine by sending "Charlie Hustle" down to the mat with a bone-crunching tombstone!

Despite the punishment he received, Rose told Federation officials that he'd had a wonderful time last year in Boston. As a gesture of good will, the Federation invited Pete back to WrestleMania XV to enjoy the show as a V.I.P.

Simply watching this year's spectacular was not enough for Pete Rose, however. Following the Brawl For All match, the famous Chicken made his way into the squared circle to lighten up the mood and entertain special guest referee Vinny Pazienza. Enjoying the festivities from his luxurious V.I.P. suite located backstage, Rose hatched an idea, realizing how easy it was for the Chicken to get in the ring and put a potential target at ease with his fun-loving nature. Rose knows the most effective attacker is anyone not suspected of being one.

When the Chicken returned backstage, he and Rose immediately entered into friendly conversation. Perhaps the discussion revolved around their shared background in professional baseball. Pete Rose and the Chicken are two of the most conspicuous figures the national pastime has and both were desirous to hear what the other had to say.

Within minutes the amicable duo headed back to Rose's suite. Were they going to watch the rest of the broadcast?

Did the Chicken ask for Pete's autograph? Did Pete ask for the Chicken's autograph? Was the deluxe spread of free food and drink Pete had in his suite courtesy of the Federation all too much for the Chicken to resist? We don't know how Rose got the Chicken into the room, but we do know what happened after he did.

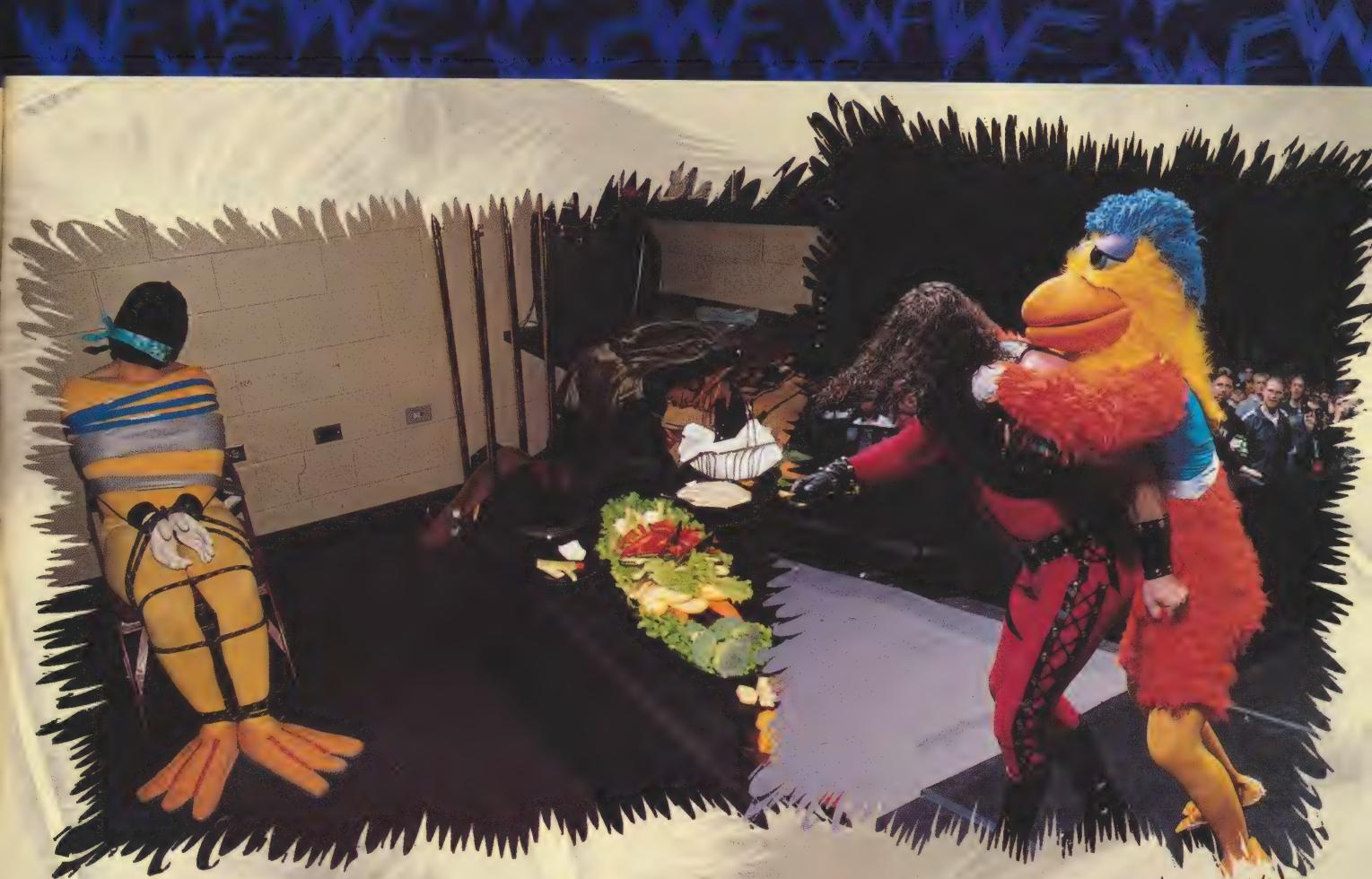
Charlie Hustle attacked the famed fowl, using a rope to restrain him as the feathered costume was removed. Once Rose was completely unrecognizable as the Chicken, he set his plan in motion. As Kane made his way to the ring for his match with Triple H, so did Pete. Major League Baseball's all-time hit leader got to the Big Red Machine and jumped on his back, hoping to bring the monster to his knees.

Rose's plan was thwarted, however, when Kane shook his attacker off and exposed the Chicken for who he was! Recognizing Pete as an old nemesis, Kane promptly countered, hitting

Rose with another vicious tombstone.

Shaken and sore, Rose was assisted backstage where this reporter was able to catch up with him. He told me that aside from being in a great deal of pain, he was disappointed his plot had been foiled. Before he left to lie down for a few days, Pete promised, "It's back to the drawing board. You never know what I'll have planned for next year!" **WF**





**Available On  
Newsstands  
At The End Of  
This Month**

WORLD WRESTLING FEDERATION®



**RAW!**

**Look for it  
on newsstands and if  
you don't find it...**

**you'd betta call somebody!**

**Tell 'em you want it – RAW!!!**

we got two words for ya'

# SUPER CHARGED!

the latest from

**SUPER SOAKER**



**SUPER CHARGER**  
**400**

The quickest  
charging, easiest  
filling water  
blaster around!

**SUPER CHARGER**  
**500**

Extra reserve  
tank for even  
more water—just  
pump and shoot!

**SUPER CHARGER**  
**600**

Monster-sized  
with extra-large  
water capacity for  
the most awesome  
water fights!

**SUPER CHARGER**  
**POWER PAK**

Super Charger  
blaster with back  
pack tank plus 4  
different nozzles  
for regular to extra  
powerful blasts!

This year's  
**KING OF THE RING**


**PIN  
'EM DOWN**


**Dear Road Dogg,**

Why don't you ever go after Stone Cold Steve Austin?

Michael Malec

Wilkes-Barre, Pennsylvania

**Not so fast, Michael! The D-O-Double G respects Mr. Rattlesnake, but right now I've got some unfinished business to take care of. I found myself on the business end of that Stunner before and if my memory serves me correctly, it doesn't feel so good! Stone Cold may be a nice challenge to gun for, but first I've got a Gunn I am gunning for! I've already got some bones to bury in the doghouse and we gonna do it "Doggy Style"!**

**Dear Rock,**

What advice would you give a young woman interested in joining the Federation and teaming with the "Great One"?

Meagan Mosher

Buffalo, New York

**First of all, the Rock thinks a reality check might be in order for you. Let's start with a simple question: Do you like pancakes? You know, pancakes? While you ponder that one, let The Rock send out a message to anyone else considering even getting a sniff of the Great One. He knows you can't control yourself. He knows you want to be with the Great One. He knows you want to live your life like the Chosen One. But there can be only one Rock, if you smell what The Rock is cookin'!**

**Dear Stone Cold Steve Austin,**

How did it feel to finally win the Federation Championship at WrestleMania XV from The Rock?

Andy Kirschner

Florence, South Carolina

**Hell, son, that was one of the best nights of my life! Like I've said before, it took me eight long years to make it to the top and there was no way anyone was keeping me from getting it back. Vince McMahon threw every obstacle in my way and I wasn't going to quit. I know that the Undertaker wants his shot and when he does get it, it's gonna be one helluva fight and that's the bottom line!**

**Dear Triple H,**

Why did you sell out to the Corporation? DX was the best thing going!

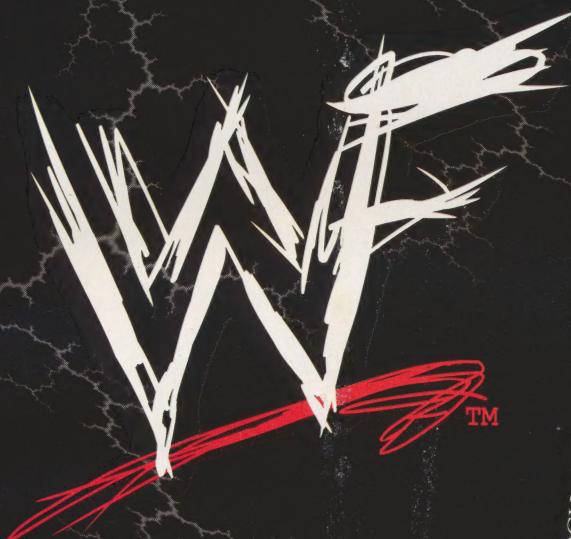
Bill Michaelson

Albany, New York

**DX was the best thing going because I got it going. I carried it and the boys who were in it. Chyna and I were DX and the Kid (X-Pac), Roadie (Road Dogg) and Billy (B.A. Billy Gunn) were just hangers-on and wannabes. Now that we are in the Corporation, opportunities have been given to me that I would never have had in DX. I wanted to face Austin for the title. I get that now. Don't criticize me for what I have. Hate yourselves for what you don't have.** W



# PLATINUM!

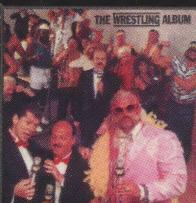


KOCH 8803



© 1999 Titan Sports, Inc., All Rights Reserved

# The Music Volume 3 GOT IT?



The Wrestling Album  
KOCH 7994

GOLD



The Music Volume 2  
KOCH 8709

## The Major Alternative™

KOCH International LP • 2 Tri-Harbor Court • Port Washington, NY 11050-4617 • USA

Tel: 516-484-1000 • Fax 516-484-4746

KOCH International Inc. • 1220 Ellesmere Road • Unit #8 • Scarborough, ON • M1P 2X5 • Canada

Tel: 416-292-8111 • Fax 416-292-8833 • [www.kochint.com](http://www.kochint.com)

To Order Call 1-800-688-3482

**KOCH**  
INTERNATIONAL

**KOCH**  
records

**Available Only Through: FAN CHECKS INC.**  
**P.O. Box 613 • Mahopac, NY 10541 • 1-888-540-3267**



9X316



9XUTI



**These are the hottest,  
most awesome personal  
checks available!**

9XL316



**Self-Adhesive  
Address Labels**

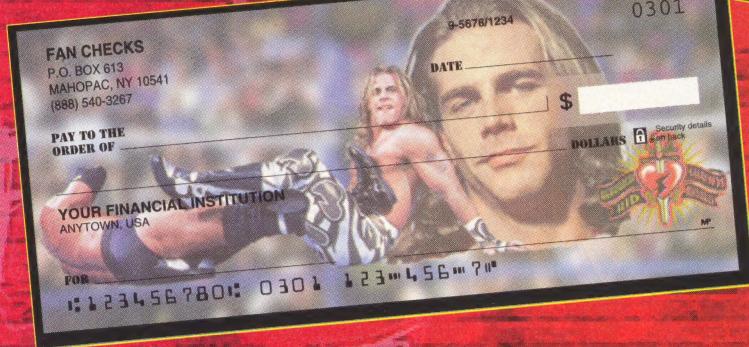
9XLSMI



9XLUTI



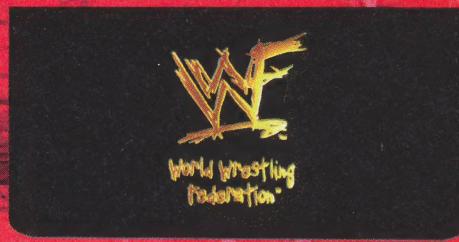
9XSML



**They're in your house, they're  
in your face and now they're  
on your CHECKS!**

### LEATHER CHECKBOOK COVERS

**Austin  
3:16™**



**PLEASE NOTE:** Orders will be shipped to the address printed on your checks or labels, unless otherwise indicated. Only written orders can be accepted. Please allow 4-5 weeks for delivery.

#### Ordering Instructions

Enclose the following items in an envelope:

- A. COMPLETED ORDER FORM
- B. VOIDED CHECK (or reorder form from current supply) with any changes indicated.
- C. DEPOSIT SLIP (also from current supply)
- D. PAYMENT CHECK, payable to Fan Checks™

MAIL TO: FAN CHECKS™

PO Box 613 Mahopac, NY 10541  
 1-888-540-3267

[www.fanchecks.com](http://www.fanchecks.com)

Name \_\_\_\_\_

Daytime Phone (\_\_\_\_\_) \_\_\_\_\_

Check Design (# and Name) \_\_\_\_\_

Start checks with number:  
 (If not specified, starting number  
 will be 301.) #

Check here if you do not wish to receive a vinyl checkbook cover.

#### ADDRESS LABELS

Label Design (# and Name) \_\_\_\_\_

Print name and address clearly. Maximum 2 lines.

Name - 34 letters and/or spaces per line;  
 Address - 50 letters and/or spaces per line

1) \_\_\_\_\_

2) \_\_\_\_\_

LABELS WILL BE SHIPPED SEPARATELY.

Check Price:

200 - Single Checks \$ 17.95

400 - Single Checks \$ 34.90

150 - Duplicate Checks \$ 19.95

300 - Duplicate Checks \$ 38.90

Special Lettering on Checks \$ 2.50

Script (D)  Elegance (E)

Contempo (F)

144 Address Labels \$10.95

288 Address Labels \$20.90

Special Lettering On Labels \$ 2.50

Script (D)  Elegance (E)

Contempo (F)

Leather Checkbook Cover \$19.95

Circle One: 3:16 WWF RAW

Shipping and Handling: \$

9XWWF

SUBTOTAL: \$

N.Y.S. Res. add applicable Sales Tax:\$

TOTAL: \$



© 1999 Titan Sports, Inc. All rights reserved

got milk?

The Madonna, Stale Fish, and 720 McHawk. I've named my share of tricks. But my secret weapon came with a name already in place. Milk. It has more nutrients than sports drinks, plus it's one of the few things I don't have to be upside down to enjoy.

got milk?

LOOK's  
like  
The REFRESHER's

-- ABOUT TO  
ICE

THIS  
GUY!



ALWAYS

©1999 The Coca-Cola Company. "Coca-Cola," the Red Disk Icon and the Contour Bottle design are trademarks of The Coca-Cola Company.